

**E&P****November 10, 1979  
Seventy-five cents**

# Editor & Publisher

® THE FOURTH ESTATE

**SNPA  
Convention  
Issue**

## KEEPING THE DOORS OF JUSTICE OPEN

All across this land, a small card is helping to keep courtroom doors open to the public and their free press.

It is The Gannett Card.

It begins with the words, "Your honor, I am \_\_\_\_\_, a reporter for \_\_\_\_\_, and I would like to object on behalf of my employer and the public to this proposed closing. Our attorney is prepared to make a number of arguments against closings such as this one..."

The quick use of this card by reporters coupled with the capable support of local counsel, has kept courtroom doors open to Gannett reporters in 9 out of 12 cases in the three months following the U.S. Supreme Court decision in *Gannett v. DePasquale*.

In the same three-month period, the national scoreboard on closure motions

has been less successful—only 29 out of 75 cases decided in favor of the people and their free press.

At Gannett we believe that today, more than ever, journalists must be prepared to move quickly and effectively to defend the public's right to know. To this end, The Gannett Card is offered to all journalists who may find it useful in being prepared to speak up against motions to slam the courtroom doors on them and those they serve. For a copy, write: The Gannett Card, % Gannett Co., Inc., Lincoln Tower, Rochester, N.Y. 14604.

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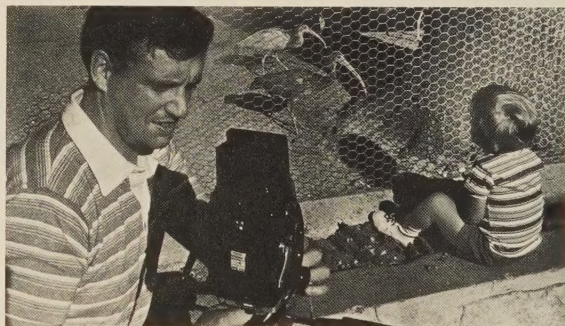


# Good Things Happen in The Light

Things like "Zoo's Who", a photo contest which captured the fancy of San Antonians and produced 1,615 of the most beguiling animal — and human — pictures imaginable.

It also helped spark a lively increase in attendance at the San Antonio Zoo during the Summer of the Crunch, when gasoline shortage and inflation combined to strike a blow at tourist and entertainment related businesses.

During the six weeks of the contest, The Light ran ads containing a family discount



**USAF Capt. Tom Nadeau shows how he set up the grand prize winning photo.**

coupon good for reduced admission prices at the Zoo. Almost 3,000 coupons were redeemed and more than 10,000 people went through the gates.

Weekly prizes of \$50 in merchandise and a grand prize of a 35 mm camera were awarded by Photogenesis, Inc., co-sponsors of the contest.

Creative ideas which attract the interest of Light readers and at the same time produce real benefits for the community's organizations . . . just one of the good things that happen in The Light.

  
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# A challenge for Southern publishers!



Southern newspaper publishers see population gains and new commercial development all around. Seventeen of the nation's 25 fastest growing metro areas are in the South. Eleven are in Florida.\*

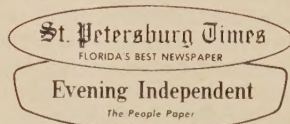
New residents present resourceful publishers an opportunity to serve new readers and to better serve old and new advertisers.

At The St. Petersburg Times and Evening Independent, we're ready to meet the opportunities and challenges of growth. Population of our metro area is expected to increase almost 15% the next five years. Retail sales will rise 70%. Outlying areas we serve on Florida's Suncoast will move up even faster.

The Times and Independent already have put into effect plans to stay ahead of population gains with a steady march forward in the quality of our service.

To meet news and advertising demands, staffs are being strengthened. To serve suburban areas, a new plant with designed-for-tomorrow offset printing facilities will be built on the north Suncoast.

Times and Independent readers demand the best from their newspapers. We're working today to continue meeting that demand tomorrow.



\*Sales and Marketing Management, 1979 Survey of Buying Power, Part II

## EDITOR & PUBLISHER CALENDAR OF EVENTS

| NOVEMBER |    |    |    |    |    |    | DECEMBER |    |    |    |    |    |    | JANUARY |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|---------|----|----|----|----|----|----|
| S        | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S       | M  | T  | W  | T  | F  | S  |
|          |    |    |    | 1  | 2  | 3  |          |    |    |    |    | 1  |    |         |    |    |    |    |    |    |
| 4        | 5  | 6  | 7  | 8  | 9  | 10 | 2        | 3  | 4  | 5  | 6  | 7  | 8  | 6       | 7  | 8  | 9  | 10 | 11 | 12 |
| 11       | 12 | 13 | 14 | 15 | 16 | 17 | 9        | 10 | 11 | 12 | 13 | 14 | 15 | 13      | 14 | 15 | 16 | 17 | 18 | 19 |
| 18       | 19 | 20 | 21 | 22 | 23 | 24 | 16       | 17 | 18 | 19 | 20 | 21 | 22 | 20      | 21 | 22 | 23 | 24 | 25 | 26 |
| 25       | 26 | 27 | 28 | 29 | 30 |    | 23       | 24 | 25 | 26 | 27 | 28 | 29 | 27      | 28 | 29 | 30 | 31 |    |    |
|          |    |    |    |    |    |    | 30       | 31 |    |    |    |    |    |         |    |    |    |    |    |    |

### NOVEMBER

- 7-8—Audit Bureau of Circulations, Royal Sonesta, New Orleans.
- 13—Association of National Advertisers, New Product Marketing Workshop, Plaza Hotel, N.Y.
- 11-14—Promoting Total Newspaper Seminar, Hyatt O'Hare, Chicago.
- 11-14—Southern Newspaper Publishers Association, Boca Raton Hotel and Club, Boca Raton, Fla.
- 11-14—Public Relations Society of America National Conference, Holiday Inn, Riverfront, St. Louis, Mo.
- 11-14—Newspaper Research Council, Alameda Plaza Hotel, Kansas City, Mo.
- 13-17—South Pacific Press Institute seminar, sponsored by Pacific Island News Association, Toberua Island, near Suva, Fiji.
- 14-16—ICMA—University of South Carolina Circulation Seminar, Columbia, S.C.
- 14-17—Society of Professional Journalists, SDX, Waldorf-Astoria Hotel, N.Y.
- 28-Dec. 1—Newspaper Image Seminar, Hyatt O'Hare, Chicago.
- 29-Dec. 2—New England Society of Newspaper Editors, Dunfee Hyannis Hotel, Hyannis, Mass.

### DECEMBER

- 2-4—Southern Newspaper Publishers Association circulation symposium, Dallas Hilton Hotel, Dallas, Texas.
- 2-5—Association of National Advertisers, The Breakers, Palm Beach, Fla.
- 3-5—Southern Circulation Managers' Association, Legal Seminar, Georgia Tech, Atlanta.

### JANUARY

- 16-17—First Amendment Congress, Philadelphia, Pa.
- 17-19—Wisconsin Newspaper Association, mid-winter meeting, Stevens Point, Wisconsin.
- 26—Florida Bar's Media-Law Conference, Curtis Hixon Hall, Tampa, Fla.
- 20-23—International Newspaper Advertising Executives sales conference, Hyatt Regency, Dallas, Tex.
- 26-29—Great Lakes Newspaper Production Inc., Detroit Plaza Hotel, Detroit.

### FEBRUARY

- 10-12—Southern Newspaper Publishers Association production conference, Orlando Hyatt House, Kissimmee, Fla.
- 20-22—International Circulation Managers Association/American Newspaper Publishers Association legal symposium, Fairmont Hotel, Dallas, Texas.

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Palm Beach Post  
Palm Beach Times

SOUTHWEST  
COX NEWSPAPERS:  
Austin American-Statesman  
Longview Daily News  
Longview Journal  
Lufkin News  
Port Arthur News  
Waco Tribune-Herald  
Mesa Tribune  
Grand Junction  
Daily Sentinel

On November 1, The New York Times News Service began supplementing its wire with the features and sectional news generated by the 18 Cox newspapers around the country. Importantly, this addition to our service includes contributions from Bill Moyers—whose appointment to the Cox group was announced recently. In all, the input from Cox will particularly strengthen our news report for the PM cycle and continues our drive to enrich The New York Times News Service for clients of every size. For details, contact Bill O'Shea at (212) 972-1070.

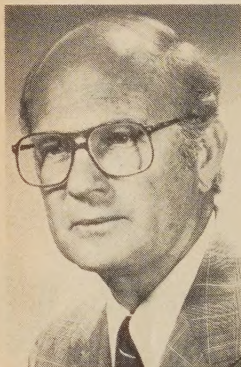
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# Newspapers choose Landon (for Classified, too)



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"We were all impressed with his knowledge and enthusiasm for classified advertising. He left us a wealth of ideas and thoughts that we feel will help increase our lineage. I have had two calls from the telephone room this morning thanking me for bringing Bill into our plant," says Ramon L. Yarborough (left) President-Publisher of the Fayetteville Observer-Times, N.C.

Bill Ford, head of Landon's Classified Development Services, was the Fayetteville Observer-Times' professional answer.

Classified advertising has been Bill's entire career. He began with the Boston Herald Traveler. Over the years his position as Classified Advertising Manager and the Executive in charge of the Classified Department, gave Bill the reputation of a classified expert. Bill's expertise washed in the tough, competitive Boston market where classified creativity, systems and profit orientation have always been at a premium.

When it comes to classified, Bill has seen it all. Newspapers from Maine to Minnesota to the Carolinas have tapped Bill's professionalism. They are his best testimonial.

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## Newsbriefs

### Employment ads gain

Employment advertising expenditures in the classified sections of daily newspapers increased 25.3% in August and 28.6% for the first eight months, according to the Newspaper Advertising Bureau, Inc. These employment ad gains ran ahead of all other classified categories.

Other August gains in classified were: real estate, up 21.2%; automotive, up 11.9%, and all other categories, up 11.7%. Through August the increases were: real estate, up 20.9%; automotive, up 10.7%, and all other categories, up 13.1%. Overall, classified went ahead 17.9% in August and 17.5% for the eight months.

### Editors to study group papers

American Society of Newspaper Editors will conduct a survey in an attempt to find out what effect group ownership has had on editorial quality of newspapers.

Questionnaires were designed by the ASNE Ethics Committee, chaired by Robert M. Stiff, editor, *St. Petersburg (Fla.) Independent*, in cooperation with Suncoast Opinion Surveys. Two versions of the questionnaire—one for group newspapers and one for nongroup papers—was mailed in November to editors at every daily newspaper in the U.S.

William H. Hornby, editor, *Denver Post* and president of ASNE, said the survey is an attempt to clear up "a great deal of loose rhetoric on this topic. ASNE has decided it can best contribute to serious dialogue, in injecting some facts, if they can be discovered," Hornby said.

### Readership of ads hits high

Results released by the Oklahoma Newspaper Advertising Bureau from its third annual statewide survey produced the highest figures yet recorded for the readership of display ads, advertising inserts and classified ads.

A record 89.0% said that they either "usually" or "sometimes" read display ads, while 84.6% were reading advertising inserts and 82.4% examined the classified advertisements.

Display ads are being read so often that they are the second most read type of information in local Oklahoma newspapers. Local news again paced the readership figures with 96.7% saying they "usually" or "sometimes" read the news on local happenings. The remaining readership categories ranked as follows: display advertisements, 89.0; state news, 85.0; advertising inserts, 84.6; classified ads, 82.4; editorials, 79.7; letters to the editor, 78.5; police/court news, 78.1; national or world news, 75.3; society/women's news, 68.0; sports, 64.6; legal or public notices, 62.5; financial news, 49.1; and farm or agricultural news, 44.6.

### Third Houston daily rumor denied

While Patrick J. Smith, executive vicepresident and CEO of Houston (Texas) Community Newspapers denied that the Murdoch interests were planning to found a third daily in Houston. He did say it would be impossible to say "never".

The denial came as a result of the October 11 story in the *Houston (Tex.) Post* which noted that Rupert Murdoch's News America Publishing Company, parent of HCN newspapers, which had just concluded the purchase of the 12 weekly Panax newspapers in the Houston area, was rumored to be gearing up to going daily with its combined total free circulation of 300,000.



# TULSA'S DOWNTOWN IS ON THE WAY UP

As other cities downtowns are on the decline, Tulsa's central business district has become a model of what can be done through public and private enterprise.

A massive revitalization program has turned 9 blocks of deteriorating buildings into a new 400-room hotel with adjacent shopping mall and parking facilities; a central pedestrian system has replaced vehicular traffic with fountains, trees and open space; and a river parks project will soon turn the Arkansas river into a recreation area through a series of low water dams.

This beauty and livability serve only to reinforce Tulsa's belief in themselves and their city. It's the same spirit that turned Tulsa into a booming oil town, an aircraft and aerospace center, a diversified industrial center, a data computer capital, and into America's newest inland port city.

If you want to reach this evergrowing market, contact the medium that penetrates it most effectively. The daily newspapers.

Reach the Terrific Tulsa Market!

**TULSA WORLD ★ The Tulsa Tribune**

Two independent and separately owned newspapers represented nationally by Branham



# F.Y.I.

## TALK SHOWS

### Selling Books —TV Often Writes Story

BY BARRY SIEGEL  
Times Staff Writer

Al Zuckerman, a New York literary agent, once tried to interest a publisher in a book about life at a Hindu commune, written by a young woman who had lived at one. Zuckerman thought he had the book sold.

"But then the publisher asked to see the author," Zuckerman said. "I was naive, and it never occurred to me why he wanted to see her. I thought he wanted to talk to her about the book."

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In this excerpted article, Barry Siegel, a staff writer for the Los Angeles Times, examined the growing impact of television on book writing, publishing and selling. Siegel has been assigned to study and write about the influence of television on culture, behavior and society.

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"As it happened, the woman was fat and dumpy. The publisher decided not to go ahead with the book, and he told me that her appearance was the reason. She wouldn't do well on the television talk shows."

About six years ago Los Angeles publisher Jeremy Tarcher paid an advance to an outgoing, tousle-haired young woman who was to write a book about her experiences working on a presidential campaign. When the first three chapters arrived on Tarcher's desk, he discovered the woman could not write very well. The publisher had to drop the project and lose his advance. Asked why he had given an advance to an unproven writer, Tarcher said, "I figured she would do well on the talk shows."

Soon after Fred Silverman, then at ABC, bought a treatment (narrative summary) for a TV movie about how a newspaper manipulates Son-of-Sam-type killings in its city, the treatment was taken to Ross Claiborne, editorial director of Dell Publishing Co., which includes Delacorte Press. Claiborne liked the idea and took it to a book writer. "Panic on Page One," by Linda Stewart, was published in hardcover by Delacorte Press last month. The TV movie will be broadcast by ABC sometime this season....

TV to some degree influences what books get conceived, written and published. To a greater degree it influences how much money the publisher pays the author, the size of the publisher's first printing and of his advertising budget, the number of books ordered by the bookstores and how the books are displayed....

Agents interviewed by The Times say they regularly mention their author's "promotability" when proposing nonfiction books to publishers, because it often strikes a responsive chord. Often the publisher asks to meet the author before deciding to publish a book. Occasionally an agent provides a publisher with photos and even a videotape of the author along with the manuscript.

Stories abound.

When New York literary agent Arthur Pine took a 10-page outline for a nonfiction book by an unknown psychology professor to Paul Fargis, then editor at Funk & Wagnalls, Fargis liked the outline, but asked to see the author....

The next day Fargis met Wayne Dyer, and soon after agreed to publish "Your Erroneous Zones," which became a best seller partly because Dyer loaded his car with books and traveled from city to city, appearing on local talk shows. Although Fargis felt from the start that the book's idea "had common sense," he says, "I was pretty quickly sold, not on the book, but on Dyer...."

When it came time to auction off the paperback rights to Dyer's book, Pine and Fargis sent a 10-minute videotape of Dyer's appearance on the Phil Donahue Show to all the paperback houses, along with the manuscript. The rights sold for \$1.1 million....

Agent Barbara Lowenstein sold a book by a psychiatrist who had never written a book before, based on an outline and one chapter. "The auction was in May," she said. "Just before that, publishers started calling and asking to meet the author, even though they already had the manuscript in hand. They wanted to see if he was promotable. He was—he has a beard, a great rolling voice and sounds authoritative. He saw nine publishers. The book sold for \$150,000...."

Some publishers do tend to play down TV's importance.

"The notion that I'll publish books because of a photo of an author is ridiculous," said Michael Korda at Simon & Schuster, echoing the words of others. "A lot of books with strong promotion go down the tubes, and others do well without TV—books by Graham Greene, Carlos Castaneda, Joan Didion, Philip Roth."

"Only certain types of books and authors—Wayne Dyer, Robert Ringler, Erma Bombeck, celebrity books—do well because of TV. Look at the best-seller list today—there's that energy report by the Harvard professors, 'The Medusa and the Snail,' 'White Album'.... None involve TV."

Other publishers are more inclined to see a connection between their business and TV....

Says Peter Israel, president of G. P. Putnam Sons: "It gets more and more difficult to publish a book that sells on its own, especially nonfiction.... With \$15,000 to \$50,000 advances, we need big books. When we spend money like that is when we consider the author's promotability...."

Bruce Lansky, owner of the Meadowbrook Press, launched four years



go out of his Minnesota home, has only seven books in print, but two currently are on the national trade paper best-seller list—"Mary Ellen's Best of Helpful Hints" is No. 1, and "Free Stuff for Kids" is No. 9. These followed two other national best sellers from Meadowbrook—"Feed Me, 'm Yours" and "The Taming of the 'Andy Monster," both by Lansky's wife, Vicki....

"When people walk in my office with a book, I'm more interested in how they present themselves, and in their concept, than in what they have to say. I don't care about the dotting of the i's or the author's credentials," he said. "Instead, I have a moxie meter. I care only whether the author has moxie."

The book publishing industry generally believes TV has far less impact on fiction than on nonfiction, mainly because novelists rarely appear on talk shows. Fiction is usually considered too hard to encapsulate in a few minutes of talk, and novelists are not usually good—or willing—TV performers.

Publishers have also found that, unlike feature films, TV movies based on books only infrequently boost the book's sales. Publishers look more favorably on TV miniseries spread over several nights, but they have found even these do not always help book sales.

Besides, the publishers say, many proposed TV projects never get off the ground, and unpredictable network scheduling hinders coordination if the book's release with the broadcast anyway. When TV does help, it is with paperback sales, not hardcover. But others within the publishing industry think a potential miniseries may at least subtly influence a publishing decision, because there are more attractions for publishers in such deals. Increased paperback sales, after all, benefit the hardcover publishers, who share in paperback royalties—and, in fact, depend upon them for their economic survival.

In some deals the publisher also gets profit participation in the movie. Perhaps most importantly production companies will often contribute advertising money—\$25,000 for example—to help promote the hardcover edition of a book they are dramatizing.

At any rate a new type of deal arranged in recent months by a few publishers promises to expand whatever influence TV miniseries do have on the book world.

A few hardcover books will be published in the coming months that actually began as TV miniseries in the minds of producers. In some cases these ideas were presented to publishers by production companies in the form of a treatment or "bible" (a sort of blueprint) for the miniseries. A writer was then found, either by the producer or the publisher, to write the book.

First the book will come out, seemingly on its own, and months later the TV miniseries will appear, ostensibly based on the book. Two of the publishers most active in this field are Bill Gross at Jove Publications and toss Claiborne at Dell.

Claiborne, who published "Panic on

Page One," next month will publish Irwin Shaw's "Top of the Hill," which was created as a 100-page outline by Shaw for a TV miniseries, and then sold as a novel to Delacorte. The TV movie will be broadcast Jan. 21, over syndicated Operation Primetime stations....

At Jove Publications, Gross said he recently was presented with the "bible" for an eight-hour TV miniseries called "The Last Days of Saigon," being developed by Marble Arch Productions. Based on that "bible," Gross said, he signed a deal to publish a book at least six months before the TV show. He gets profit participation in the TV movie, and the production company gets profit participation in the book....

Such deals, of course, represent only a handful of the 40,000 books published every year, but some people think they represent a developing trend. If so the trend should be accelerated by the recent move from New York to Los Angeles of former agent-turned-publisher David Obst, who now has his own imprint in connection with Simon & Schuster.

Obst says the key reason he became the first major hardcover publisher to move to Los Angeles is his interest in tie-in deals with movies and TV....

Obst first saw the effectiveness of TV when he went out to sell the paperback rights to a novel called "The Great L.A. Fire." He coupled videotape newsfootage of real fires with a voice-over narration of his book's fictional story; at the end of the tape, the book was seen rising out of the flames.

This tape was sent to all the paperback houses, along with a manuscript that one key figure in the deal calls "unreadable." The videotape was watched on TV monitors "with fascination" at all the publishing houses, Obst said. Five houses bid over six figures....

Despite the great attention paid, the effectiveness of talk shows and TV movie tie-ins in selling books has always been unclear. A single appearance on the Today Show or Donahue (considered the best show for books because authors stay on for a full hour) is often credited with selling 50,000 copies of a book. After the "Rich Man, Poor Man" series, paperback sales of Irwin Shaw's novel zoomed from under 2 million to over 5 million.

But for every example of a book that took off after a talk show appearance or a TV series, there are other examples of books that succeeded without any such promotion (such as John Irving's "The World According to Garp"), or that were not helped at all despite TV exposure.

When the TV movie based on Joyce Haber's "The Users" was broadcast, Jove Publications brought out 200,000 extra paperback copies; they didn't move off the bookstore shelves. And when Richard Marek, president of Richard Marek Publishers, finally got an author on the Johnny Carson show, after weeks of effort, sales of the writer's book promptly fell from 1,000 to 400 copies a week. "On TV he came across as

shy and arrogant, even though he wasn't like that really," Marek explained.

Most publishers say they look at TV as just one of several ways to get attention paid to their books; strong reviews, a magazine excerpt and a book club selection are among the other ways.

Why worry about TV so much, then?...

"Although the biggest question in publishing today is 'will the author promote?'" said Peter Wyden, publisher of Wyden Books, "that question finally is more important to the salesmen and booksellers than the publishers and editors. But the point is, the publishers can't ignore this."

"A salesman is very crucial. What he tells B. Dalton, with 380 stores, has great credibility. If a salesman from Harper & Row who's been selling to you for 15 years and plans to sell to you for 15 more years comes in and says this one will take off, you listen to him."....

Nick Clemente, the highly respected director of co-op advertising for B. Dalton Booksellers in Hollywood, agrees.

"An author gives a pitch to his publisher's salesman about his book," he says. "If the author is charismatic and presentable, then when the salesman comes to us, he's high on that author's book; he'll tell us this author has a good presentation, he'll be good on the talk shows...."

"Same thing happens for fiction with miniseries tie-ins. Take 'The Immigrants,' by Howard Fast. When Houghton Mifflin brought that out two, three years ago, they came to us, told us it was to be a TV miniseries. This was soon after 'Roots' and 'Rich Man, Poor Man.' So this kind of news increases our buy for a novel, say from 2,000 to 6,000."

Clemente continued, "That automatically means greater visibility in the stores, a big display, which by itself can increase sales.... It becomes a chain reaction. Once the publisher starts getting increased orders from stores, he increases his printing, say from 10,000 to 50,000. His promotion budget increases again. Now it has become a major book on his list. But it only became a big book because of TV."

The publishers understand this process very well....

Publisher Marek, when at Dial, remembers a sales conference "where we invited bookstore people to a meeting. I presented a book of nonfiction and asked the booksellers if they thought they would make a small-, medium- or large-sized order. A bookseller asked me point-blank if the author was good on TV."

"Is that the criterion?" I responded. "That's right, that's the criterion," he answered. At least she was honest. And she was the buyer for a major national bookchain."

Marek considers this situation "dangerous," but not "frightening," because "it only applies to a certain type of book." Most publishers agree. After all, they say, many serious, complex and literary books still get published every year, and a number

of them make the best-seller lists.

But there are some in the publishing industry who question this view. They point to indirect, less visible ways that TV affects publishing.

Some books, they say, either do not get published or get lost on the back shelves of bookstores, because they are not suitable for TV exposure.

Roger Straus, publisher at Farrar, Straus & Giroux, a house long known for quality fiction, said, "It gets harder and harder to promote literary fiction. Less attention is paid, so the publisher thinks twice when he publishes similar books next time."....

Straus and others tend to blame the large conglomerates that now own many publishing houses, and the proliferation of chain bookstores, for creating the pressure for big blockbusters....

There are those in the publishing business who believe this built-in incentive to write easily hyped or dramatized books finally may have the most profound impact of all on much of today's literary process. They think it is affecting the types of books that get thought up, and the manner in which they are written....

"The indirect impact of TV is much greater than the direct impact," agent Lee Rosenberg said. "It's subtle and subjective, but I think it's there. It seems to me that material for books is being developed more and more along the lines of visual images, action structure and externalized exchanges, rather than with internal character development. I think TV has shaped readers'—and publishers'—appetite for books like that."....

Says one prominent agent: "There is a concept orientation to how I propose books to publishers now—you pitch a book these days like you would a movie—Atlantic City gambling, organized crime, blue-collar women.... If I walked into a publisher and said 'blue-collar women,' with an outline, maybe a chapter, I'd sell it. I sold a first novel from a writer who has never written a book before in just that way."

"I don't think it's hard to publish a first novel, if you have a concept.... But this isn't literature—who's kidding whom? This is TV. That's why it's supposed."

What all this means for book publishing remains a matter of opinion. The attitude of people in the publishing business seems at times ambivalent. Many publishers and writers would like to operate in a literary world, free of the commercial marketplace. But they also want to sell books, get big advances and—perhaps above all—have attention paid. So some welcome increased marketing sophistication and TV tie-ins, some worry about its implications and some see it as inevitable.

"We all think of things more visually," said Linda Grey, editor of Dell Books. "The readers do, and so do the writers. Part of the influence comes through the writers' own exposure to this visual, dramatic narrative style. This is part of our lives now, to see something in two media. All of our thinking is influenced by this."

# Los Angeles Times

A SPECIAL KIND OF JOURNALISM.



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THE FOURTH ESTATE

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Publisher, Chairman of the Board, 1912-1959



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Member American  
Newspaper  
Publishers Association



6 mo. average net paid June 30, 1979—25,375

## Newsprint conservation

Is there a newsprint shortage, or isn't there?

Some newsprint manufacturers say there *is* a shortage, others say there *isn't*. It all depends on how you define the word, it seems.

The American Newspaper Publishers Association denies there is a shortage but points to the words of its economic consultant, Dr. Jon Udell, that the supply situation is "tight."

Every publisher can decide easily whether the in-plant inventory, the tonnage coming from the manufacturers, plus the rate of consumption adds up to a shortage or a tight supply for that paper.

Whether that publisher's conclusion is "shortage" or a "tight supply" or "don't worry about it," there is merit in observing strict newsprint conservation measures.

The New England Newspaper Publishers Association has compiled a list of 153 ways to conserve newsprint. Many of the measures have been recommended before. A lot of publishers can probably add their own innovations.

With newsprint at \$375 per ton, conservation efforts make sense for every publisher whether there is a shortage or not.

## Criminal Code reform

The consensus seems to be that although major improvements have been made in the proposed Criminal Code Reform Bill much more work must be done to eliminate or amend some sections posing serious threats to the press.

For example, one section contains a definition of fraud which includes the intentional omission of information which a federal prosecutor may feel causes a statement to be "misleading." It is feared that, as drafted, the section could authorize prosecution of the press for publication of a news article or editorial judged by some to be "misleading" regardless of the writer's intent.

In the heat already being generated by candidates for the 1980 nominations there is an effort being made to bring the bill out of committee onto the floor of the House. The press is fortunate to have an alert watchdog in the ANPA and its counsel which is endeavoring to eliminate the loopholes and traps before it is too late.

## Newspaper growth

Forecasts by newspaper analysts indicate that newspaper advertising revenue will show an increase in 1980 only "slightly less" than the increase in 1979 (which is running almost 13% ahead this year) and will show additional gains of another 12% in 1981. Add to that the remarkable performance of most publicly-owned newspaper groups on the stock market (with few exceptions they are current with or slightly ahead of last year's prices), and they add up to a healthy and vigorous future for this industry.

## The Oldest Publishers and Advertisers Newspaper in America

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# Letters

## SAME NEWS

The American press did a superb job of covering the Pope's recent visit to our shores. But the print and broadcast media with a few isolated exceptions, all offered the public the same news.

Watching the Pope making major speeches all along his journey set me to thinking about what kind of media organization allows him to move from city to city with such finely honed speeches. Does the Pope have official speech writers? Does he write his own speeches? When did he have time to prepare Tuesday's speech during Monday's hectic schedule?

I would like to see a story in some publication or on some tv program explaining how the Pope's speeches are prepared. Didn't anyone anywhere think about that angle of the Pope's visit?

ELIOT TIEGEL

(Tiegel is managing editor of *Billboard*.)

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EDITOR & PUBLISHER for November 10, 1979

## STORM EDITION

It was interesting to read, in E&P for September 22, about the troubles of Gulf Coast dailies in the aftermath of Hurricane Frederic.

It was interesting to read because several other newspapers faced similar threats to publication with far different results.

Weekly newspapers flourish along the Gulf Coast, and several are very good publications (even if I do say so myself). It was our responsibility to bring the news of Hurricane Frederic to our readers just as it was the daily newspapers' responsibility to do so to their readers.

Where some of the larger newspapers failed due to reliance on the current state of the art production techniques, others, specifically the *Eastern Shore Courier* (circulation 5500 plus in Fairhope, Alabama) succeeded in publishing a newspaper under adverse circumstances.

Fairhope and the Eastern Shore of Mobile Bay awoke, September 13, to the shock of unbelievable destruction.

The staff of the *Courier* worked very hard, Wednesday (the day before the storm) to publish our newspaper before the storm struck. We succeeded in getting our paper, normally published Thursdays, on the stand Wednesday with complete evacuation procedures.

Power was not restored to most of the area until the week after the storm. Nonetheless, the staff of the *Courier* overcame the malaise to publish a special edition by Friday.

Using flashlights to see and setting type on manual typewriters, we prepared a six page newspaper complete with pictures of the storm damage. Although we had no power, we had water and were able to develop our film. The negatives and lay out sheets were sent to Troy, Alabama where the pictures and paper was printed.

The special hurricane edition of the *Eastern Shore Courier* may not be one of the most professional looking newspapers ever produced, but it must be one of the best examples of journalistic en-

deavor in the face of adverse conditions. Most of the credit belongs to the editorial staff of the newspaper: John Osbourn, publisher; Chris Cane, associate editor; Frank Redditt, sports editor (who stayed out in the storm most of the night); Robin Hearon, lay out (who set most of the copy), bookkeepers Harriette Perry and Maud Van Eysbergen; and all the circulation staff: Martin and Bernice Burkard, Clyde Hill and Charles FitzPatrick.

While the dailies suffered, Gulf Coast weekly newspapers emerged from Frederic windblown, but still publishing.

STEVE HART

(Hart is editor, *Eastern Shore Courier*.)

\* \* \*

## CHANGING TIMES

To illustrate journalism's changes in one lifetime:

The day I was born, page one of an 18-page *New York Times* was all unbylined text lacking illustration. Seventy years later the first of 76 pages was 36% pictures. It had seven staff bylines on text and three on pictures. In 1909 Adolph Ochs' paper was 1¢ at newsstands; in 1979 his grandson, like other *New York* publishers, charged 25¢.

BEN BASSETT

Larchmont, N.Y.

## Correction

In its November 3 issue E&P incorrectly stated the amount of Times-Mirror Company's note offering. The amount of the offering was \$100 million. The story had given the amount as \$100,000.

## Short takes

Powers said the proposed capital expenditures included \$136 for buying new buses statewide.—*Willimantic* (Conn.) *Chronicle*.

\* \* \*

A big play on the drive was a ruffing the kicker penalty.—*Durham* (N.C.) *Herald & Sun*.

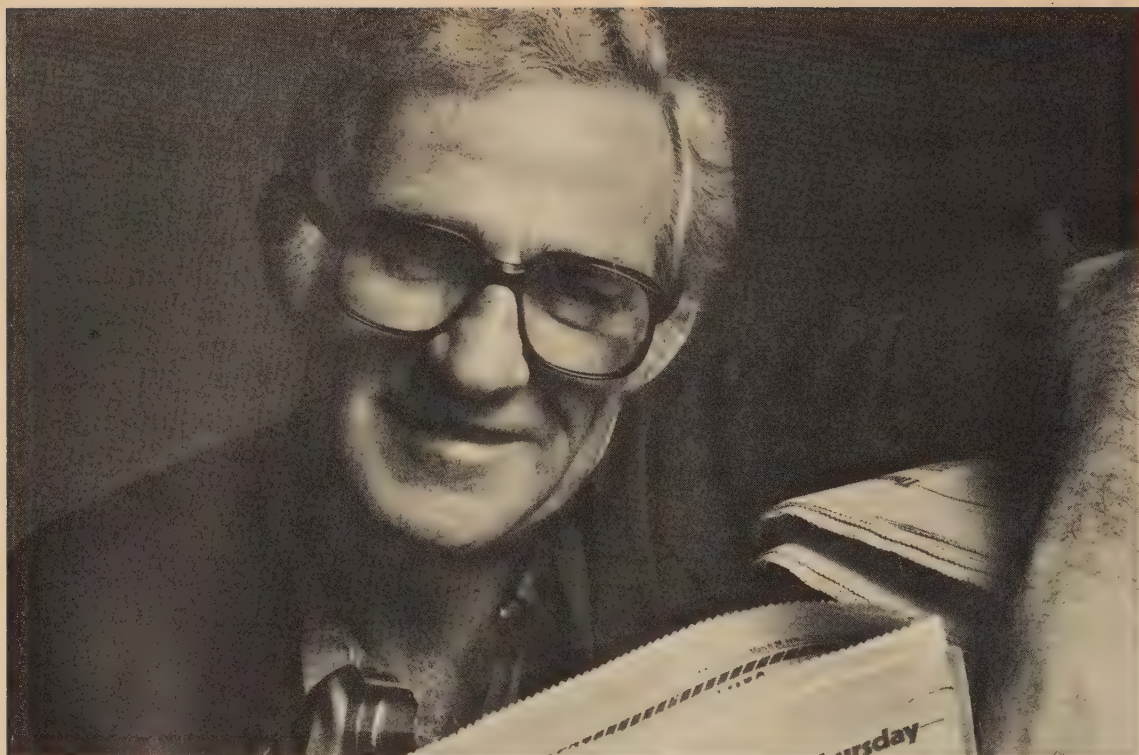
## EDITOR'S COMMENT

Barrett Shelton  
Editor  
*Décatour Daily*  
*Décatour, Alabama*

"We find the NYT News Service valuable because of its columnists ... and for the background stories provided in news, finance, food, sports and the arts. It touches a wide range of subjects and saves some 'dull' days by providing the unusual side of an interesting story...."

**The New York Times**  
**NEWS SERVICE**





## JOHN DEMPSEY: ONE OF THE WORLD'S MOST ENVIED PRESSMEN.

Getting The Detroit News out as quickly and as efficiently as possible is something we never stop working at. We can't. We're not only Detroit's only locally owned metropolitan newspaper, we're also the country's sixth largest newspaper.

And as our circulation continues to grow, so do our production capabilities. That's why The Detroit News North Plant, where John works, is one of the largest and most modern facilities in the world. It houses the fastest, most sophisticated presses available. And literally everything that could be automated, is. From the way we receive our stories to the way we load our delivery trucks.

Still, we're constantly looking for ways to improve the system. Because our readers and advertisers have come to expect the fastest, most up-to-the-minute news they can possibly get. And we intend never to disappoint them.

### **The Detroit News**

Largest evening newspaper circulation in America



# SNPA probes its image; light support for lobbying

Members of the Southern Newspaper Publishers Association generally want their organization to assume a more dynamic role with a view to the future, but they have reservations about it becoming a lobbyist for their interests at state capitals and in Washington.

The detailed report of the "image study" made by Yankelovich, Skelly and White Inc. will be the first order of business for the 455 newspaper members at the opening session of the annual SNPA convention November 12 in Boca Raton, Fla.

"There is no great mandate for change in the basic character of SNPA," say the opinion gatherers who were retained several months ago by the Board of Directors. One salient highlight is that the members feel they "get their money's worth from belonging" but they want to have a more active participation in its affairs.

The report says the members regard SNPA as "a cherished, loved, old friend" and there is a strong sense of camaraderie among them.

The members were happy with the relocation of SNPA headquarters from Chattanooga to Atlanta five years ago, but some who have never attended a convention would like to have the annual meetings in a large city rather than in the Palm Beach environment.

On the question of lobbying, about one-third of the SNPA members said that should be left to the American Newspaper Publishers Association on the federal level. Two-thirds of the respondents said state associations should be left to take care of legislative activity at the state level.

Only a small number of members—between four and eight percent of those responding—believe that lobbying is a main issue.

The survey report notes that "some of SNPA's traditional concerns may no longer be of prime importance to the members." Of top concern are readership, circulation developments and marketing strategies. They also desire guidance as to technology changes and personnel relations. Some want periodic salary data on white-collar employees.

This year's convention agenda appears to reflect some of the survey findings—more matters of substance for the members and less emphasis on general public issues.

Virtually all of the topics at general

sessions and in group seminars touch on the publishing industry. The principal guest speaker on Monday will be Dr. James T. Laney, president of Emory University at Atlanta, who will discuss First Amendment problems and privileges as relate to the press.

"Retailing and the Media" is the subject for an address at Wednesday's general meeting by William C. McDonald, vicepresident/marketing for Washington's Woodward & Lothrop department store.

In the Tuesday member-only sessions, special reports will be given on cost control/profit making, by Bailey Anderson, of the Worrell Newspaper group; on the change from evening to morning publication, by Hugh Shearman, *Lake Charles* (La.) *American Press*; on small-space advertisers, by Dolph Tillotson, *Oskaloosa* (Iowa) *Herald*; on the legal aspects of circulation delivery systems, and a lawyers' diagnosis of First Amendment issues.

A recent seminar on "The Newspaper of the Year 2000" was so popular that a mini version has been scheduled for Wednesday morning under the leadership of Walter E. Hussman Jr, *Arkansas Democrat*, and Donald J. Barhyte, *Multimedia Inc.*

Some comments that highlighted the original seminar were:

"Newspapers should be learning by now that they cannot be all things to all people, regardless of what their unsophisticated retail accounts believe. Total market coverage is no longer possible—not for radio, magazines, newspapers, or soon even television. Targeted audiences are what count today and they will count even more heavily in the future. Newspapers should be designing new products for different constituencies."—So said Ellen Sachar, newspaper industry analyst with Paine Webber Mitchell Hutchins Inc.

"The electronic home information system is not some futuristic dream. It is here today and it is a threat to our traditional ways of communicating with our audience. In the mid-1980s many metro newspapers will be slipping. By 1992 the electronic media could pose a level of threat that newspapers must begin to take seriously. The threat is the gradual erosion of the newspaper's advertising revenues."—Tucker Sutherland, publisher of the *San Angelo* (Tex.) *Standard-Times*.

(The *Miami Herald* soon will demonstrate the Viewdata system in hundreds of South Florida households. A score of chain store and area merchants are participating in the program which links a home user to a data base containing a variety of information, including store messages.)

"Cable TV presents a multitude of opportunities for newspapers to broaden their distribution, their circulation and their revenues. Each home will have a computer tied in with either its phone or its television."—Henry Harris, president of Cox Cable Communications Inc.

The convention program appears to be a blend of the suggestions that emerged from the image study—something for the smaller papers, a futuristic picture of the business, and technical matters.

SNPA President Steed Rollins, *Durham* (N.C.) *Herald* and *Sun* publisher, takes note in his report of the members' expressed desire for greater participation. He welcomes it but remarks that such service often brings little thanks and can be costly because the Board's policy is that SNPA meetings must be self-sustaining.

"An active member," he observes, "gives his time and talent and energy to the rest of us; he also does this at a considerable financial expense to himself and his company, for he has to pay his own transportation costs and his own hotel bills when he goes to required meetings."

"I don't want to dwell too much on this lest I discourage good people from accepting when asked to serve on a committee or the Board," Rollins adds. "But I do think this is something we need to be reminded of every now and then."

The image report found too much turnover on the SNPA headquarters staff, but says that is not a big issue now. President Rollins praised Reed Saratt, the executive vicepresident, as "an extremely competent, hard-working, and demanding."

Two staff members who have been appointed since the 1978 convention are: Ray B. Crow, as employee relations director; and Robert E. Baskin, as program director for the SNPA Foundation. Crow has had a long career in newspaper personnel and labor relations in Atlanta and Memphis. From 1947 to 1955 he worked for the SNPA Labor office. Baskin was previously managing editor of the *Neighbor* group of newspapers in the Atlanta suburbs.

The Board has activated a new Journalism Education Committee, chaired by Creed Black of the *Lexington* (Ky.) *Herald and Leader*, and Charles S. Rowe

(Continued on page 40)



# A biography of SNPA's new president

Robert G. Marbut, 44, is president and chief executive officer of Harte-Hanks Communications, Inc., headquartered in San Antonio, Texas.

The company publishes 28 daily and 20 Sunday newspapers and 63 weekly publications, including the largest direct mail shopper operation in Southern California, in 38 markets. It operates four television stations and 11 radio stations. In addition, Harte-Hanks is involved in cable television, magazine distribution, saturation distribution, trade journal publishing, commercial printing and marketing research.

A native of Athens, Georgia, he earned an engineering degree from Georgia Institute of Technology in 1957. At Georgia Tech, he became interested in journalism, working on the college newspaper and became editor-in-chief during his senior year.

He then joined Esso Standard Oil (now Exxon) in their largest refinery, as an engineer and later as a computer programmer and business systems analyst.

He joined the United States Air Force in late 1958 as a line aircraft maintenance officer in the Strategic Air Command (for which he received the Air Force Commendation Medal). During this three-year tour, he decided to get additional training in management and general business.

He entered Harvard Business School in 1961, taking the two-year master of business administration program and graduating with honors. While at Harvard, he was editor of a weekly student publication and again became interested in the communications area.

This interest led to his accepting a job with Copley Newspapers in mid-1963 where he became corporate director of engineering and plans. During this tenure with Copley, he concentrated on improving newspaper operating effectiveness, including the application of systems analysis and project management for developing new production systems.

He left Copley in 1970 to become vice-president and a director of Harte-Hanks Newspapers. In June of the following year, he was named president and chief executive officer.

He is a member of the board of directors of the Associated Press; board of directors of the American Newspaper Publishers Association; chairman of the ANPA Task Force for Future Planning; chairman of the ANPA telecommunications committee and member of the ANPA technical coordinating committee; a member of the board of directors and executive committee of the News-

*(Continued on page 85)*



**LOOKING GOOD**—So says the T-shirt Bob Marbut is wearing as he jogs the streets of San Francisco one day this week where he held a meeting with stock analysts. Why does he jog? "So I can eat more and stay alert," says Marbut.



# Harte-Hanks diversity harbinger of eighties

By Jerry Walker

In meetings of various newspaper organizations, incoming SNPA president (1979-80) Bob Marbut is a meticulous note scribbler. Some of his colleagues say he is a natural-born reporter while others, who know his first love was engineering, figure he's always designing some new acquisition for Harte-Hanks Communications Inc.

Since becoming president of Harte-Hanks Newspapers nine years ago he has engineered the transformation of a family-owned group of Texas newspapers into a New York Stock Exchange entity with about \$200 million in yearly revenue and a steady record of dividends.

In the world of corporate conglomerates, Harte-Hanks diversification moves keep the stock analysts on their toes watching a company that is committed to being a broad-based communications business keeping pace with the changing attitudes, values and life styles of the information consumer.

The 53 subsidiaries of Harte-Hanks Communications range the alphabet from ADA to Woodbury Daily Times Co. Inc. The X, Y and Z are still untapped opportunities. About three-fourths of the parent company's income is supplied by 28 daily newspapers, 20 Sunday newspapers and 63 non-daily publications, including shoppers that go into millions of homes.

Television and radio stations, marketing services, magazine distribution systems, cable tv, commercial printing and specialty publications account for the rest of the revenue and contribute their share of the profit that came to nearly \$16 million in 1978.

The company listed total assets of \$230.8 million last year but that figure will be increased considerably by the end of 1979. Marbut has declared "1979 is a key year for Harte-Hanks because we will be developing the plans and policies that will guide us through the eighties."

Last year the company negotiated the following variety of transactions:

Acquired two daily newspapers in Arkansas—the *Malvern Record* and the *Stuttgart Leader*, with their affiliated weeklies and shoppers;

Bought CBA, California, Inc. and affiliated companies that operate saturation distribution systems in California and Nevada, for \$7 million in cash;

Bought related companies for \$1 million cash and \$1 million in five-year notes bearing 8½% interest. With CBA the systems deliver regularly to more than 3.5 million homes.

Affiliated with American Field Marketing which delivers 130,000 magazines monthly, shoppers, inserts, product samples, coupons, real estate listing cards and signs;

Bought AM radio station WLCY at St. Petersburg, Fla. for \$4.5 million;

Bought FM radio station KMJK serving the Portland, Ore. market, for \$1.3 million (License transfer was approved this year by FCC.)

Bought Southern Broadcasting Co. for \$57 million—\$15 million in cash, 42 million on 8% notes payable over 10 years.

Sold off some Southern tv and fm stations for \$24 million;

Bought KYTV at Springfield, Mo. for \$20 million cash;

Arranged notes for \$30 million with two institutional investors, with interest of 9½% until 1993;

Part of the proceeds were used for the CBA and KYTV acquisitions. The remainder was applied to some 1979 transactions which include:

Purchase of National Television Services, which build and operate cable tv systems in Ohio and Colorado;

Agreement to buy Radio & Records Inc., publisher of weekly trade publications, for \$12.5 million—\$3.6 million in cash and a note for \$8.9 million R&R is going into tv commercial production and preparation of promotional material. Harte-Hanks may design a modified version of Radio & Records magazine as a newspaper insert.

Associated with Tele-Research Item Movement Inc., a research firm that develops scanners for supermarket checkout counters;

Bought ADZ Inc. which publishes *Potpourri*, a shopper delivered to 200,000 homes in California;

Two major acquisition moves in 1979 include acquisition of Urban Data Processing Inc. and ADA Inc.

ADA operates direct mail and hand distribution systems in Cincinnati and Dayton, Ohio; Louisville and Lexington, Kentucky; and New Orleans, Louisiana.

Urban Data Processing is a computer information systems company which specializes in census technology and analysis. In addition to its work on the 1980 Census, Marbut envisions the company's services providing advertisers with precision target marketing.

In an interview with E&P this week over breakfast in the New York Hilton, Marbut said he was looking forward to his term as SNPA president despite the fact it will probably add more miles and hours away from home. Marbut said he already logs well over 200,000 miles a year on business (not including the 5 or 6

miles he jogs every week to stay fit).

Although the Yankelovich study on SNPA showed "no major holes," Marbut said he wants to try to "enhance the SNPA staff's ability to help members in three areas—readership, circulation, and marketing."

He believes this can be accomplished by continuing the active work of the SNPA committees, and conducting seminars on topical subjects. On the seminars, Marbut said he would especially like to "sharpen them up."

Marbut had high praise for the improvements made by his predecessor, Steed Rollins, publisher, *Durham* (N.C.) *Herald*, in re-organizing the SNPA staff and the various committees. "I plan to build on what Steed has accomplished," Marbut said. Rollins becomes chairman of SNPA's board when Marbut becomes president. Assisting Marbut will be president-elect, Rolland Weeks, publisher, *Biloxi* (Miss.) *Sun-Herald*, and J. Stewart Bryan III, publisher, Richmond (Va.) Newspapers, who will be elected treasurer.

Marbut fits the description of the "generalist" perfectly, a trait which many top business executives say is needed to be a top manager in today's world.

As a generalist, Marbut is as comfortable in the newsroom as he is talking to Madison Ave. ad execs or to Wall St. stock analysts. Marbut proudly takes credit for writing his own speeches.

Every move that is made in the communications field is designed to keep Harte-Hanks' newspapers in the mainstream, Marbut said, and able to fulfill their First Amendment responsibilities.

For example, "The addition of ADA to our existing target and saturation distribution operations in California and Michigan," Marbut said, "is a major stride toward our goal of expanding our distribution capability. We have placed a high priority on this goal and have committed substantial managerial and financial resources to its achievement.

"These distribution systems, combined with our target marketing data base at Urban Data Processing and the advertising effectiveness measurement tools at Tele-Research Item Movement (TRIM), gives us what we believe will be a unique capability in the advertising distribution business," Marbut stated.

"Some people," Marbut says, "are concerned that new technologies will displace conventional media as we know it. We believe that, as long as we define our business as meeting the informational needs of people in a given market, we can remain in the forefront of the communications industry regardless of how the information is distributed."

In the Board Room at Harte-Hanks, Marbut and his fellow officers have ready access to expertise in more than

(Continued on page 85)



# Future of print examined at annual ABC meeting

Will the printed newspaper as we know it today survive the next decade?

According to Ashton Phelps Sr., president of *New Orleans Times Picayune*, its chances are very good.

Phelps warned his listeners at the Audit Bureau of Circulation annual meeting this week in New Orleans that his view is conservative and admitted that the increasing costs of newsprint and distribution methods could hasten his timetable and move the newspaper industry toward electronic home delivery.

He then spent ten minutes ticking off a list of reasons why he thought newspapers might retain their same form and production process during the next ten years.

1. Electronics has not yet been adapted to in-depth coverage of a wide variety of information—hard news, spot news, features, crime, politics, government, vital statistics, etc.

2. Advertising via electronics is considered a nuisance and an interruption.

3. As an advertising vehicle, print is tangible and lasting. The paper can be used as a shopping list and also taken to the store for product identification and there are coupons.

4. Newspapers are portable. They can be read at breakfast, on the bus, room to room, taken to work, make a far better tool for future reference or study.

5. Tv viewership is on the wane.

Newspapers in 1980's will be better edited and targeted to special audiences and zones, Phelps continued. And they will contain more analysis and features, printing, paper and color quality will be improved and their will be more emphasis on context, organization and readership studies.

The 1980's will bring more specialization and personalization to the communication media William M. Claggett director of advertising and marketing services for Ralston Purina Company said.

"Ten years from now we may be communicating in way we can't even envision today," he said. Whatever those ways may be, he added, they will be influenced by a number of factors.

Sociological and demographic changes in population will translate into a larger number of adults over 50 in the next decade and a younger segment increasingly more self oriented. Both groups will claim more leisure time. Technological innovations, environmental restrictions, and energy shortfalls will all affect the industry's bottom line. And management may spend even more than the present one third of its day dealing with government intervention. Inter-media competi-

tion may decrease, Claggett concluded, which could mean better information channels or the decline of the media as a force in the free world.

Frank Bennack Jr., president and chief executive officer of the Hearst Corporation addressed ABC annual meeting attendees on the prospects that magazine industry faces in the 1980's.

Bennack pointed that a recent Hearst survey revealed that by 1982 the North American paper mills will have the capacity to produce at least an additional one million tons each year of number five coated papers, the kind most magazines use.

"That's an increase of 40%" he said. "I'm no Pollyanna, but I do tend to discount most forecasts of crippling shortages. There may come a time when this nation will run out of some essential commodity, but so far the prophets of doom have always been wrong."

Federal Communications Commission chairman Charles Ferris said that a "very viable option" in the ultimate role the government plays in its relationship to videotext systems could be for the FCC to "sit as an impartial umpire over videotext systems assuring only that rates are regulated and access guaranteed to those who could meet the fair price. Those who performed the videotext programming function would have the rights of print publishers under the First Amendment," he said.

Ferris said this is "very close to what they are doing in England."

He adds that while he feels some form of middle of the road course must be taken, he said "whether such an approach is proper is an open question."

Videotext systems are a merging of print and electronic displays on tv sets. These systems enable people to get instant access to up-to-date news, stock quotations, sports and other information by turning on their tv set.

Teletext transmit this confirmation over the air using the tv signal and equips the tv set to pick it up. Videodata Systems connect the set directly to the information base by telephone lines.

Both are described as under the single heading videotext. "The technology that will permit entire copies of the New York Times to be transmitted electronically into American homes already exists," Ferris pointed out.

"The Knight Ridder newspaper chain is planning a demonstration project in Miami. Using only a modified color tv set, a pocket calculator-sized keyboard, and a small adapter to connect the set to normal telephone lines, this system offers information possibilities limited only

by our imagination."

"At the same time that our imagination is directed to developing videotext systems, it must also be harnessed into rethinking our regulatory views," he said.

"Should our right to be left alone be entrusted solely to the marketplace?" he asked. "Or should we rely on government to set and enforce standards to preserve the spirit of the Bill of Rights during an era when our privacy could fall victim to our own inventive genius? These questions demand the very best of our imagination."

"I hope will not confuse my searching apprehension for pessimism," Ferris told ABC attendees. "I do not believe the FCC should stand in the way of these developments. Our efforts must be directed instead towards identifying in advance the problems they may present."

Newspapers and magazines must "refine and strengthen" their products or else face a serious loss of advertising dollars in the 1980's to the new electronic media-alternative viewing outlets to television.

This was the message from Don Johnston, board chairman of J. Walter Thompson Co.

Johnston pointed out that while television viewership is declining by 7.8% in daytime and 3% in prime time "print is not wooing them away, alternative outlets (cable tv, public tv, video cassettes, view data,) are," he said.

"Television as we know it, the mass medium of the sixties and seventies, is about to fragment into a series of increasingly local, increasingly private and personal media."

Localization, Johnston said, "is the great strength of newspapers." Segmentation, he added, "Is the great strength of magazines."

The drift of the 1980's, he said, is in both directions. "And you all should find great encouragement in that."

George Simko, chairman of ABC's forward planning committee and senior vicepresident of Benton & Bowles, said coupon guidelines are expected to be ready for review in January, the drafting of guidelines comes following pilot tests of three newspapers' coupon redemption practices.

The results were discussed during the ABC meeting in New Orleans this week. "What we learned," Simko said, "Is that there are a lot of differing procedures used by newspapers, each newspaper has its own type of security and control over coupon redemption."

"We expect to create a series of procedures which are reasonable and practicable and which will meet with the endorsement of both advertiser and newspaper members of our task force," Simko said. "In other words, we are not going to ask newspapers to invest in expensive, new systems."



## Advertising:

# California publishers OK standardized ad rate card

A standard rate card for advertisers in California newspapers, believed to be the first of its kind in the nation, will be available early next year, the California Newspaper Advertising Executives Association announced last week.

CNAEA received approval for the project from its parent organization, the California Newspaper Publishers Association, at the CNPA board of directors meeting in Rancho Mirage, November 2.

Dick Seidenzahl, publisher of the *Yuba City Valley Herald*, said the rate card will work this way.

CNPA will provide a 3-ring binder to advertisers requesting it. Individual newspapers will then supply their own rates on a standard 8½ x 11 rate card to the advertiser for inclusion in the binder. The card will list black and white and color rates for varying editions or combinations, plus discount and special rates

for repeat advertising.

The card also will contain rates for zone editions, special ROP units, and for split runs, both color and black and white. In addition, the card will list the newspaper's advertising and production executives; commission and cash discount policy; special services; special pages, columns and sections; ROP depth requirements; contract and copy regulations; closing times; mechanical measurements; special classification rates; circulation figures and its mailing address and twx/telefax number.

Seidenzahl emphasized that each CNPA newspaper will have the choice of participating in the program and that each paper will list its individual rates for all types of advertising.

"The rate card will make it more convenient for advertisers to deal with us and will certainly benefit newspapers," he said.

## Policy tightens for sauna ads

The policy for accepting classified advertising from massage and sauna parlors has been changed at the *Minneapolis Star* and *Minneapolis Tribune*.

The policy change, which went into effect August 13, restricts unlicensed operations from advertising in the *Star* or the *Tribune*. Only licensed saunas, massage parlors and baths will be able to place classified advertising.

Classified manager Les Gensmer said the newspapers have stopped listing advertisements under the "models and hostesses" and personal services, miscellaneous classifications.

Both newspapers have been criticized for the last two years by readers who believe the ads are disguised solicitations for prostitution.

In 1977 a group led by three Minnesota clergymen lodged protests against *The Star* and the *Tribune*. At that time, Publisher Don Dwight said that the company was unwilling to act as a censor of the want-ad section. While the newspapers continued to accept the advertising, including ads from unlicensed businesses such as rap parlors and escort services, some policy changes were put into effect.

In mid-July 1977, it was announced that the ads would run only in a "directory listing" fashion which would not include any descriptive adjectives.

"Community opinion figured in a small way in my thinking," said Publisher Don Dwight for November 10, 1979

lisher Don Dwight. "The level and intensity of the criticisms was a lot stronger and heavier two years ago.

"This has been a complex issue. It has become more difficult to sort out the legitimate businesses from those that aren't." But the wording in some of the ads "made it very difficult to imagine that they were offering a legal service."

## N.J. chain fined for deceptive ads

The New Jersey Division of Consumer Affairs has fined the operator of six appliance stores \$25,000 for deceptive newspaper advertising.

Trader Horn, Inc. president Edward Navlen, said an appeal of the fine lodged against his company will be filed.

The Consumer Affairs division charged that the home appliance dealer ran deceptive and misleading ads in the *Newark (N.J.) Star Ledger* between January and August 1977. A total of 48 full page ads in the newspaper were cited as being deceptive.

The ads were also run in other New Jersey newspapers.

A spokesman for the Consumer Affairs Division said the ads implied items were offered at drastic savings, while the advertised prices were the same or similar to the usual store prices.

A spokesman for the chain countered that "No one in New Jersey has at any time complained to anyone about our ads."

## 433 jobs saved by campaign in Cleveland Press

The role of a newspaper in solving community problems was graphically illustrated recently by the *Cleveland Press*.

Last summer President Carter decided to reduce the number of military installations in Ohio, which included moving 433 Defense Contract Administration Service employees to Chicago.

The *Cleveland Press* launched a "Save Cleveland's 433" campaign, which kept the issues alive in a week-long series by reporter Mark Hopwood, who told of the objections to the plan, the employee's feelings and chronicling the proposed exodus of the federal office from Cleveland, Ohio.

*Cleveland Press* Washington correspondent Al Thompson wrote a column about the politicians who objected.

Chicago's Mayor Jane Byrne wanted Chicago to take over the Air Force Base, a property that would be used to expand O'Hare International Airport. So she got into the act to protect her city's interest.

Help came from the Growth Association, labor leaders and local congressman.

The local union president produced facts and figures showing the public that it would cost the taxpayers more money, rather than less, as Carter had intended.

As a result of these four equal factors working together, Cleveland not only saved 433 jobs, it gained 233 more jobs from Chicago.

The *Cleveland Press*' role of keeping the issues alive and producing the cold, hard facts convinced Carter and Mondale that there indeed was a happy solution.

## Peking Ad Company opens for business

The People's Republic of China has opened the Peking Advertising Company, according to the U.S.-China Advertising Council, a group made up of Compton International, Doyle Dane Bernbach and N.W. Ayer ABH International.

A brother company to the Shanghai Advertising Company, the Peking Advertising Company is responsible for handling all advertising assignments for the northern part of China, including the major cities like Beijing, Tianjin, and Xian. The Shanghai Agency is responsible for accounts south of the Yangtze River, including such cities and Nanjing, Hangzhou, and Guangzhou.

Advertising in Beijing and other cities will include tv, billboards, newspapers, and journals. Foreign commercials can also be produced in China.



# 80's a promotion challenge, INPA eastern regional told

By George Wilt

INPA's international president, Rikk Taylor, publisher of the *New Westminster* (B.C.) *Columbian*, confirmed that the 1979 INPA Eastern Regional Conference held at the Radisson Ferncroft Hotel, Danvers, Mass., October 21-25, was the largest regional conference in the history of the promotion association.

More than 150 attended the sessions, including members of INPA's board that met at the Eastern preceding the conference.

Featuring a dozen speakers covering a diverse variety of subjects ranging from new audio-visual techniques to promotion problems in the face of a newsprint shortage, plus 20 panel discussions broken into circulation groups, the sessions provided answers to a wide variety of questions on the promotion needs of newspapers in the 80's."

Conference chairman Richard A. Collins Jr., promotion director of the *Boston Globe*, pointed out that the conference brought together a group of experts with a broad spectrum of backgrounds, as well as a broad range of fields, to give those attending the benefit of their knowledge of what lies ahead for the '80's.

"We hope we'll all get at least 100 ideas to take home and put to immediate use," he said. "But even more important, is the opportunity to lift a corner of the '80's . . . to start preparing ourselves, to start getting our own act in order, to meet those unknown challenges which are the 1980's."

Newspaper Advertising Bureau's Leo Bogart told the group of four basic topics that the newspaper business is grappling with. (1) Basic planning and investment; (2) production-related changes; (3) systems and procedures; and (4) circulation and readership.

Concerning basic planning and investment, Bogart said that newspapers must weigh the immediate goal of maximizing current profits against the long range goal of building profits in the future. "Are we devoting a suitable proportion of our current income to research and development? Is our research and development investment appropriately balanced between the technological and production aspects of the business and the editorial and marketing functions?" he asked. Bogart also addressed the question of whether the industry has the right balance between circulation and ad revenues, and how much can be passed along to readers without losing more of them and thus raising cost-per-thousand.

"Newspapers probably spend less on

promotion and on salesmen's salaries than broadcasters or magazines," Bogart added, pointing out that this, in large part, reflects the diversified, fractionated and grassroots nature of the newspaper business.

"Whether newspapers stay competitive has much to do with the quality of selling that we do," he said. "This relates not only to the size of our promotion and marketing budget, but to the direction of our promotional effort. Much of it is used unproductively in competitive selling against other newspapers."

Commenting on the prospect for further standardization of newspaper formats, Bogart pointed out that the forward step in meeting advertiser complaints by development of the ADS system.

"Complaints will continue," he said, "until all newspapers are produced to the same page sizes, the same column widths, the same column spacing—an unlikely prospect."

He said that further steps toward standardization would require a good deal of expense and difficulty, but added that satellite transmission of ads will reduce the expense of providing copy and layouts, and allow different formats for different papers to be handled efficiently and automatically.

Bogart called attention to the necessary technological improvements that can be made to improve reproduction quality—out-of-register color, show-through, smudgy ink, and other serious reproduction problems that continue to inhibit greater advertiser use of newspapers.

He said that "to set up a comprehensive one-bill, one-order system for newspaper advertising would involve tremendous expense, grief and politics," and asked "who would pay the costs?"

"The implementation of Newsplan represents important progress," he said, "in the elimination of national advertiser grievances regarding rate differentials."

In another area, he asked, "What progress will be made in creating a centralized newspaper data base incorporating rates, audiences, marketing data, competitive ad lineage and advertised price information? The Bureau's current plan to put local audience information on line represents a first move in this direction."

Bogart said that solving these problems represents a top priority of the newspaper industry as it plans its advertising sales program for the 1980's.

Donald Sparrow, a senior staff consultant for Arthur D. Little, Inc., told the promotion executives of prospects for

home electronic information services.

He said that "The U.S. home of the future will have available a wide range of information services, including broadcast TV text, interactive data basis systems, and an assembly of electronic devices to store, manage and display information."

He told the group that the elements for all of these home services are now available, and with mass production, there will be substantial reductions in the cost of many of them.

W. Bill Rogers, of the *Northampton Chronicle & Echo* (England) said that "The arrival of television and radio in themselves constituted the two most substantial and most traumatic shocks to the newspaper's system, and yet the newspaper survived, albeit changed for the better; that the newspaper in the Western world has moved significantly from practices belonging to the halcyon days of sellers' markets when it was the dominant, sometimes, monopoly, medium of communication into a market situation which has been faced by virtually every product, consumer or industrial, since the beginning of commercial time—open competition and that the competitive circumstances will force on it further great changes, but again salutary changes."

"We should keep our eyes open to what is happening in the electronic field," he said, "so that as and when the new influences appear, they appear with the mark of our hand on them, not to kill or to atrophy but to participate and to benefit."

In a session on "meeting the need of a single copy buyer," Sheldon Cohen, *Out-of-Town News*, Cambridge, Mass., told the promotion men and women that convenience of stand or store and location of items is important, and product availability is crucial. "You are not successful when you are sold out," he said.

Cohen urged communication with, and proper care of outlets, retailers, newsstands and convenience stores. "The retailer is there to make a profit, and to that end, will cooperate with displays and promotions," he said.

He added that route drivers can help keep lines of communication open, by getting enough papers to outlets, by passing along special information, by concern for neatness, pushing for good location and display, and by picking up returns promptly.

He said that honor boxes have replaced the newsboy on the corner, and can be useful in different traffic areas, such as train and other public transportation system stops.

Cohen added that single copy sales be even more important in the 80's, suggesting that copies will be available at gas stations, bookstores, high schools, corner convenience stores and checkout

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counters of supermarkets.

Jerry Stivers, *Christian Science Monitor*, commented on computer technology in the newspaper business in the 1980's, in production, distribution, subscription fulfillment, advertising, editorial and promotion departments.

He said that the computer can mean a better newspaper, better service to advertisers and readers, and a far greater number of benefits you can promote. "There are ways that promotion people can use the computer directly," he said. "They include cost comparisons and optimization studies through manipulation of business data. Perhaps the key benefit to you is that the computer can help you tailor your promotion materials to your own needs—and those of advertisers and subscribers."

John P. Giuggio, Boston Globe general manager, commenting on how the business side looks at promotion, said that NEWSPRINT is the name of the Game for the 80's. "Shortages and high costs of this precious commodity will be our industry's curse in the upcoming decade. Supplies will be tighter and prices will sky-rocket. Our industry will find that unsold printed copies will become a luxury that we cannot afford."

"As a result," he added, "promotion departments will be called upon to be even more effective in selling and pre-selling our newspapers. Home delivery is the circulation department's method of eliminating waste."

"Pricing of the newspaper in the 80's will have a great bearing on our circulation numbers, and it might be that specialty products will give newspapers the increase in revenue necessary to cope with rising costs."

Giuggio also called attention to the newspaper's distribution methods, saying that a daily newspaper spends millions on its product and then puts it in the hands of a 12-year-old to deliver.

"Most of the time this 12-year-old is the only contact with the customers. This is why I think promotion campaigns by newspapers are very important. Remember the 12-year-old needs help. The days of having to buy a newspaper to be informed are over. So now, promotional campaigns are a must . . . good promotion will sell newspapers. And promote in a cost-efficient manner, because we can't afford it any other way."

In a business session, Richard Collins, Boston Globe, was elected president of the Eastern Region for the coming year, with Alex Zidock, *Bucks County Courier*, first vicepresident; James Lardner, *Washington (D.C.) Star*, second v.p.; Kathryn McCauley, *Allentown Call-Chronicle*, secretary-treasurer; and Verne Archer, *Toronto Star*, immediate past president. The 1980 convention site was set for Toronto Ontario in mid-September.

## Monday tabloid sports section makes debut

The *Charlotte (N.C.) News* (October 8) redesigned and expanded its Monday sports section to accommodate more sports news and opinion, and to capitalize on the high degree of interest in sports in the Charlotte area.

The launching of *Sports Plus*, the name for the Monday section, was the latest in a series of additions to the *News* during the past several years.

The Monday broadsheet sports section was turned into a tabloid section, with large color art on the front keying to Monday's leading sports story. Approximately 12 standard columns were added initially to the selection to implement these editorial improvements:

- More comprehensive reporting on weekend sports results in professional leagues, as well as college and prep games.
- The addition of a sports opinion page that features brief opinion pieces by staff writers, a sports cartoon and letters from readers on sports topics.
- The addition of a guest sports column that rotates among various members of the community.
- The addition of a weekly sports calendar that includes information on upcoming area sporting events, with information on times, locations and ticket prices.

• The addition of a weekly in-depth report on current sports topics.

• The increased use of sports photos.

The creation of *Sports Plus* was supervised by Leonard Laye, executive sports editor, with the assistance of Ed McGranahan, sports news editor. The design work was done by Jerry Gibbons, graphics director.

The section was launched with a radio and television advertising campaign, along with heavy in-paper promotion. News circulation manager John Conlon supervised distribution of several thousand copies of *Sports Plus* on downtown Charlotte streets and in Charlotte taverns that feature television on sports as an attraction.

Reader reaction in the form of letters, phone calls and comment in the community has been almost universally positive, according to News executives.

The addition of *Sports Plus* followed a number of other recent additions to the *News*, including these sections and features:

- YourNews, six columns per day of zoned editorial material focused at home delivery customers in each of four areas of Charlotte. News executives plan to expand the zoned news operation, which features intensely local reporting, to the entire city during the next year.

• TGIF (almost), an entertainment section focusing on leisure activities in the Charlotte area. The section, which appears on Thursday, features movie, restaurant and general entertainment guides along with nightlife, restaurant, music, movie, outdoor activity, mountain and beach columns.

• YourSports, daily news features and results on all participatory sports in Charlotte, including adult as well as children's organized sports. In *YourSports*, The *News* publishes all results of every game involving children beginning at the age of 6.

• Business Tonight, a daily, in-depth business report focusing exclusively on the quickly growing Charlotte-area business community. No other such report is offered by any print or electronic media in the city.

• Lifestyles/Food, a new food section that features staff-produced copy focused at the particular interests of Charlottesvilleans.

• Expansion of daily television coverage to include listings and criticism of all television programs broadcast in Charlotte.

• United Press International became one of the *News*' wire services this summer to supplement coverage by the Associated Press and Field News Service.

## Ad teamwork awards presented by CWO&O

At the 34th annual advertising conference held by CWO&O, newspaper advertising sales firm, for its newspaper clients, "Partners Awards" were presented to nine newspapers and 19 CWO&O sales staffers. The presentation took place at a dinner at the Mark Hopkins Hotel in San Francisco on October 9, 1979.

CWO&O established the "Partners Awards" program seven years ago, to reward outstanding efforts in teamwork which lead to successful sales.

First prize honors were shared by the *Dallas Morning News* and the *Worcester Telegram & Gazette*. Runners-up were the *McClatchy Bee Newspapers*, in California, and the *Fort Lauderdale News & Sun-Sentinel*. Honorable Mentions went to the *Baltimore Sunpapers* and the *Santa Barbara News-Press*. The *Peoria Journal Star* received a special award.

Featured speakers at the three day conference included: Norm Varney, J. Walter Thompson; Ed Cohen, Demographic Research Company; Jon Putnam, Media Decisions Systems; Ed Kreitz, K-Mart; and Burt Petersen, Worldwide Advertising. Roundtable discussions by advertising directors and by national advertising managers were part of the program.



# Action line group told to be self-sufficient

Loren Ghiglione, editor and publisher of the *Southbridge* (Mass.) *News* and a member of the National News Council, told attendees at the Action Line Reporters Association national conference that the convention should be "sponsored solely by" the association without outside help.

This year's conference was sponsored by the American Express Company and the year before by Corning Glass Co.

"This convention would never have taken place without an outside sponsor," Ghiglione said. He encouraged action line reporters to start planning immediately for next year's convention. He said action liners who attended this year's conference should translate the benefits into bottom-line terms for their publishers in order to "lay the groundwork for attendance—at your newspaper's expense—at next year's conference."

A total of 75 action line reporters from print and broadcast media attended the conference and heard words of encouragement from U.S. Senator Howard M. Metzenbaum (D-Ohio.)

"You should pursue your Senators and Congressmen with the same energy you bring to bear against businessmen who don't live up to their promises," said Metzenbaum, keynote speaker.

"You're on the front line," Metzenbaum said, "and you've won some real victories for the consumers of this country." But he added, action liners, who together resolve an estimated two million consumer complaints a year, have a responsibility to do more.

"I believe the logic of your jobs requires you to learn for yourselves what is really happening in government," said Metzenbaum, who is Chairman of the Senate Subcommittee on Antitrust, Monopolies and Business Rights.

Most speakers recognized and commended the service that action lines provide to consumers. And they challenged them to provide even more. But the strongest challenge may have been issued by a fellow journalist, Ghiglione.

Ghiglione questioned whether action line reporters were considered "second-class citizens in the journalism fraternity."

He agreed with Senator Metzenbaum that action liners had won some real victories for consumers but added: "You have other victories that you need to win in the newsrooms of this country."

"Media executives should appreciate action lines' drawing power," Ghiglione said. "But even if they don't, you have a very immediate responsibility—to remind your paper or your station to con-

duct the action line in such a way that it not only results in a readable column or a quality broadcast, but that it serves the people who wrote to you about their problems."

In a White House briefing session for the ALRA, Esther Peterson, special advisor to the President for consumer affairs, released results of a study of state and local complaint handling mechanisms, including action line columns and broadcasts, to the ALRA.

The report evaluated the adequacy of business, government, and 'private-voluntary' programs and made recommendations for improvements. John Goodman, co-director of the study, also encouraged action liners to expand their efforts.

"Some media programs do not make an effort to handle all the complaints that they receive," he said. "These complaint handlers should tell consumers what types of problems will be handled in the notice that solicits complaints."

"Regular statistical reports should be prepared," he added. "Problem companies should be identified and aggregate complaint statistics should be reported. These reports should be distributed to the appropriate government enforcement, regulatory, and consumer protection agencies."

"Consumer complaints can provide the information that can—and should—be a 'thread for policy,'" Peterson said in presenting the report, which was prepared for her office by Technical Assistance Research Programs, Inc. (TARP).

She asked reporters to evaluate the TARP study and provide her office with comments and suggestions to use in "formulating consumer complaint policy and programs."

A survey of action line reporters conducted in conjunction with the conference revealed that 70 percent of respondents already provide information to agencies that develop consumer laws and regulations, although 25 percent of those do so only when asked.

Congressman James H. Scheuer (D-NY) released at the conference a survey of consumer attitudes conducted with the cooperation of the ALRA in August. He had mailed the survey to action liners to use in their columns and mention on their broadcasts and asked that they return the results to Washington for a national report.

Over 6,000 responses were received from consumers who filled out questionnaires published by 40 newspapers and made available by several radio stations. Thirty-nine percent of respondents said they "would" contact an action line col-

umn or broadcast for help with a consumer problem, but only 9 percent had actually done so.

Action liners at the conference were exposed to "what is really happening" in several agencies. Speakers included Francis Pollock, Director of the Office of Public Information for the Federal Trade Commission; Ken Rashid, Director of Communications for the Consumer Product Safety Commission; and Pat Kennedy, Chief of Policy Development for the Civil Aeronautics Board.

Jack Landau, Director of the Reporters Committee for Freedom of the Press, cautioned action liners at a workshop on privacy and libel to avoid using the term "ripoff".

Peter Lovenheim, also of the Reporters Committee, explained state Freedom of Information laws in a workshop on "Access." Lovenheim is director of a Freedom of Information service center for the press, which is co-funded by the Reporters Committee and Sigma Delta Chi.

A primary focus of the conference was setting objectives for the Association, which was formed in 1978 when action liners met for the first time in Corning.

Plans outlined by the association for the coming year include raising funds to allow it to be financially independent, publishing a newsletter to provide members with consumer alerts, and establishing regional networks to facilitate problem solving.

The Association elected a Board of Directors to help implement many of the programs the reporters voted to pursue.

Named as membership directors were Dave Flowers of the *Houston Chronicle* and Rod Goodman of the *Toronto Star* in Canada. Maurice Wozniak of the *Milwaukee Journal* was placed in charge of the newsletter and Herb Brown, *Atlantic City Press*, was appointed conference coordinator for another national meeting.

Other board members include Rita Levine, WELI radio in New Haven, Connecticut, who will develop ALRA by-laws, and Dick Christian, *Buffalo Evening News*, treasurer.

## Record earnings for newsprint co.

Record earnings were reported by Great Lakes Forest Products Ltd., Thunder Bay, Ont., for the third quarter.

The firm's earnings were \$33,637,000 as compared to \$11,606,000 (restated) a year ago. Net sales for the 1979 period were \$245,441,000 as against \$195,223,000 in 1978. Higher prices for newsprint and pulp, increased shipments for all products and the U.S. dollar exchange premium were cited as responsible for the improvement in sales.

The company has an annual newsprint capacity of 406,000 short tons.



# Workers left in limbo as union bid fails

By Pearl Ahnen  
and Irene LaNoue

The picket lines have disappeared from in front of the Mellus Newspapers' offices at 1661 Fort Street, Lincoln Park, Michigan. A year-long strike by members of The Newspaper Guild of Detroit Local 22 against the Panax-owned weekly group has come to an end, but not to a happy conclusion. The 42 workers who began the strike September 25, 1978 have not returned to their jobs. Their desks still are occupied by the non-union employees who walked in when the strikers walked out.

The original strike group has dwindled in numbers to fewer than 20 people who are trying to establish the strike newspaper, the *Downriver Reporter*, as a full-scale enterprise.

When the strike publication became an independent newspaper with non-Guild management, a number of the strikers who helped to publish the *Downriver Reporter* from its first edition felt compelled to resign. The writers of this article were among them. We feel our reasons for joining the union effort in the first place have been negated completely. We joined The Newspaper Guild to gain a union contract, which we hoped would put an end to inequities in employee treatment and boost the wage scale at Mellus. We expected the union effort to provide us with grievance procedures and a better bargaining position. We also were concerned deeply about some of our co-workers—a widow who could not meet her modest monthly rent payment with her entire two-week paycheck unless she worked overtime . . . a colleague who expected to retire with a monthly pension of \$20 . . . young women who were being paid barely minimum wages after working at Mellus for two years.

Now, after a year on strike, we see these friends of ours much worse off than they were in the beginning, and we find ourselves without employment.

Although the workers' proposed contract terms were neither unrealistic nor outrageous in these inflationary times, we have succeeded in gaining nothing at all. We do not feel that working for minimum wages at the *Downriver Reporter* is a fair swap for our Mellus jobs. We have gained none of the benefits we sought, and we have no union contract. The *Downriver Reporter* is not a Guild newspaper.

In addition, we are left with some very disquieting questions: Were we led by the officers of the Mellus strike unit to help establish a competing publication in

the Mellus Newspapers' circulation area? Did these officers realize from the outset that the Mellus-Panax management never would settle a contract? Were tactics used, in fact, that encouraged expansion of the *Downriver Reporter* while contract negotiations were allowed to slide?

The answers to these questions are important to us because we left behind a combined 31 years' seniority at Mellus and laid our careers on the line to join what we thought was a valid union effort. We have decided not to invest any more "working capital" in the *Downriver Reporter* after donating a whole year of our lives—and services valued by Mellus at more than \$26,000—in efforts to get a union contract.

The *Downriver Reporter*, which never had to meet a payroll, allegedly was unable to show a profit at any point in the year-long strike effort. The strikers had been promised from the beginning that as soon as the publication began to make money, all of them would share in it equally, but that never came to pass. The Newspaper Guild, which advanced the strikers \$20,000 to launch the *Downriver Reporter* as an interim weekly, also supplied strike benefits amounting from \$45 to \$70 a week. These benefits, which helped the strikers to hang on in the effort, ceased as of this month.

Because of the strike's outcome, the Guild, too, has come up as a loser. The strikers never have paid any union dues, and the *Downriver Reporter*'s current workers don't either. The strike has been a year-long financial burden to the Guild.

We (the authors) were in complete agreement that a union would be of benefit when the Guild was voted in as collective bargaining agent in November, 1977, during an election sanctioned by the National Labor Relations Board. We hoped for a speedy conclusion to the contract negotiations, even though the Mellus management had hired in a labor-consultant firm.

When the bargaining sessions dragged on through the following spring and summer, and the Guild leaders called for a strike vote, we became uneasy. There seemed to be no strike plan whatsoever. The strike was called so hastily that even our personal belongings remained inside the Mellus offices when we walked out. (In fact, they are still there, as of this writing.

"Don't worry," our optimistic leaders told us, "We'll be back within a week. Mellus can't get along without us."

We picketed with great vigor during those early days and worked with equal

enthusiasm to publish our first edition of the *Downriver Reporter* 10 days after the strike began. The strikers used the basement of a nearby office building as our headquarters and also our newspaper offices. We carried in our own card tables, chairs and typewriters and labored elbow to elbow with our Mellus co-workers to come up with a 30-page tabloid filled with local news and features and containing an incredibly large amount of display advertising.

We delivered copies of the strike newspaper door to door, rubber-banding them to the front doorknobs of some 40,000 homes in the suburban cities where Mellus has circulation.

We are not sure exactly when we began to realize that the strike newspaper was the strike strategy. Our feelings about it began to jell when we became conscious of the fact that the Mellus management had every intention of publishing without our services, which they continued to do each week throughout the strike. We watched while the management personnel and a few workers who had chosen not to join the walkout went through our picket lines. Later, they were reinforced by Panax workers who were called in from other newspaper properties as far away as Washington D.C. and Virginia.

Within days, Mellus placed ads in their own publications and the Detroit dailies seeking workers as "permanent replacements."

So the *Downriver Reporter* never was an "interim" newspaper in the sense that it replaced the Mellus publications for the duration of the strike. Instead, it became an alternative, competitive newspaper. The union contract negotiations continued at irregular intervals and frequently were cancelled by the Mellus-Panax management team. We continued to picket, often in snow up to our knees, and delivered copies of the *Downriver Reporter* in zero weather.

The variety of work we were required to do, the number of hours we worked and the conditions under which we labored would have had our union representatives screaming "Unfair labor practices!" if we had been working under a union contract. The editorial staff not only wrote and edited stories, but also keylined pages and even sold advertising space.

Our wages, in direct contrast to the "union scale" we hoped to gain, averaged less than \$1 an hour while we volunteered our time with only strike benefits as compensation. In between times, many of us had begun to look for other jobs, and several of the strikers were successful.

In February, Willard Hatch, the administrative officer of the Newspaper Guild, departed to attend a 12-week labor seminar at Harvard University, not to return until May. Many of the Mellus

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## Union bid fails

(Continued from page 21)

strikers felt they had been "deserted" by Hatch, who had helped to organize the fledgling unit. During his absence, the strikers' morale hit a low ebb, and perhaps never went much higher afterward.

Some of the strikers began to lessen their efforts, and stricter rules were imposed, which infuriated those of us who had been giving 100 percent to the effort and had to abide by the stricter rules, too.

When Hatch walked out, however, members of other unions jumped in to try to help the strikers. As representatives of organized labor, they were concerned about the Mellus situation because they were aware that a Guild strike against the Oakland Press had dragged on for months and the workers had drifted away. The Teamsters, the United Automobile Workers and the United Steelworkers each delegated an official to work with the Mellus strikers on a full-time basis in attempts to reach a contract settlement.

They sat in on the Mellus-Guild bargaining sessions and backed up the strikers as they sought to persuade the suburban city councils to withdraw publication of their legal notices in Mellus papers. In many cases, they were successful. They also told the strike story to local advertisers, urging them to cease doing business with Mellus until the labor dispute was settled.

Perhaps the Guild and the Mellus unit members underestimated the determination of John P. McGoff, president and board chairman of the Panax Corp., to keep the union out of Mellus, because none of these labor and community pressures served to bring about the desired contract settlement.

We do not understand the reasoning behind McGoff's reluctance to have the Newspaper Guild represent the Mellus workers. Panax has lived comfortably with a Guild contract for a number of years at its Macomb Daily newspaper operation in Mount Clemens, another nearby suburb of Detroit. In addition, the editorial workers at the Panax-owned News Herald weekly group, based in Wyandotte, Mich., voted to be represented by another union during the period of the Mellus strike and gained a contract within a comparatively short time.

In 1969, when McGoff started building his media empire, he offered William S. Mellus a reported \$3 million for the seven-newspaper weekly chain that still bears the founder's name. The deal was finalized in October of that year, and Mellus reportedly signed an agreement with Panax at the time not to publish a newspaper for 10 years. It is somewhat ironic that Bill Mellus died in April, 1979,

during the depths of the strike, a few months short of that agreement's expiration.

Singlehandedly, Bill Mellus had built the small-town Lincoln Parker newspaper, which he purchased in 1932, into a prosperous chain of seven weekly newspapers that boasted a circulation of some 70,000. He prided himself on publishing a family-oriented newspaper that was devoted to in-depth coverage of local news and issues. He took a paternalistic interest in his employees and their personal lives, but he also was opinionated and ran a tight ship. Management and editorial decisions were made by Bill Mellus on the spot, and on the premises.

Many of the early Mellus staff members also were family members, including Ernie LaForest, his son-in-law, who was named general manager under the new Panax regime. Bill Mellus himself retained the title of "founder and publisher emeritus" until his death.

In truth, when McGoff purchased the Mellus publications all he really "bought" was the group of professional workers who were on the payroll and an enormous amount of community goodwill. Mellus used outside firms' composing and printing facilities. The situation changed under Panax, and the Mellus publications for a while were printed at Panax-owned shops. Currently, however, Panax has gone back to using non-union job shops for the Mellus operation.

Early in the union organizing effort that began in 1977, Ernie LaForest made a quiet exit from the top Mellus management position, and it was announced that he had decided to take an early retirement.

To fill the gap, the corporate leaders sent Martin Heim, then Panax regional director, to hold the Mellus reins. We were told by Heim that the name of the new Mellus chief executive would be announced later—after the union vote had taken place.

After the Guild had won the right—by a considerable majority—to represent the workers in collective bargaining, they learned that Ernest L. Nagy, then advertising director, would become general manager. Later, he was named publisher.

Nagy had grown up in the Mellus organization, beginning as a newspaper carrier and teen-age copy boy, and advancing steadily through the ranks. Married to a niece of Bill Mellus, Nagy had been included in the close family ties that prevailed during the founder's heyday.

It must be said that Nagy "inherited" the early union effort along with his many other responsibilities when he took over the role of top Mellus manager.

Chief among the controversial articles in the union contract negotiations was a "managements rights" clause that would have permitted Mellus to sub-contract all bargaining unit work to outside firms and workers.

Now, after nearly two years, and a

year on strike, the Mellus workers have been told by Donald Kummer, the Guild's present administrative officer, that the only hope they have of returning to their jobs with a union contract is if the unfair labor practices charge filed against Mellus receives a favorable decision in the Federal courts. That, Kummer added, might take years.

Those of us who have chosen not to continue working at the Downriver Reporter for minimum wages, instead of the promised "Guild-scale" paychecks, seem to be on our own. It's jobs on the Reporter staff, or nothing, we were told—take it or leave it. We left it. By leaving, we have made ourselves ineligible for stock shares in the Reporter.

By seeking the right to become members of the Guild, and most of all by going on strike, we seem to have left many important aspects of our lives in limbo—our jobs, our benefits that include vested pension rights, our seniority and our Guild memberships.

Other workers in the strike group have fared much worse.

"A strike is terribly hard on everyone concerned," said Don Kummer. "Those who can take it stay with it. Those who can't, drop out."

## Mass. daily must bargain with union

The *Beverly* (Mass.) *Times* has been judged guilty of violating the National Labor Relations Act in refusing to recognize Local No. 776, subordinate to the International Printing and Graphic Communications Union as bargaining agent for its pressmen.

The newspaper, in its defense, had told the National Labor Relations Board it objected to the conduct of the Dec. 14, 1978 election that had chosen Local No. 776.

This position was overruled by a panel of NLRB Chairman John H. Fanning and members Howard Jenkins Jr. and Betty Southard Murphy.

The panel directed the *Beverly Times* to bargain with Local No. 776 and also supply it with requested facts on employee pay, fringe benefits, etc.

In another matter Irwin H. Socoloff, administrative law judge for the National Labor Relations Board, has held the Fort Wayne, Ind. newspapers guilty of violating the National Labor Relations Act by refusing to re-negotiate a contract with Fort Wayne Typographical Union No. 78 as representative of mailing room employees.

Law judge Socoloff, after hearing testimony by several mailing room employees, ruled that the newspapers had been soliciting employees to sign a petition to remove the union by promising economic benefits. He directed the newspapers to resume negotiations with the union.





## Quick parts delivery helps Kennebec Journal gear up for next edition.

Fast action by Rockwell International's Goss parts personnel recently turned bad news to good for the *Kennebec Journal*, Augusta, Maine. A routine check revealed almost complete loss of critical gears on the *Journal's* 6-unit Goss Urbanite — a costly shutdown if it meant a lost production run.

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according to its director of production, Roland Whittier. "It was a rather large expense," says Whittier, "but a drop in the bucket when compared to the expenditures that would have been entailed had we had to move our printing to another plant for final distribution."

Continues Whittier, "The dollar value we can figure. The goodwill lost from advertisers and readers who would not have found their paper in its usual place at the usual time would have been immeasurable."

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# Program set for SPJ/SDX's 70th meeting

U.S. Attorney General Benjamin Civiletti will be one of the featured speakers at the 70th anniversary convention of the Society of Professional Journalists, Sigma Delta Chi (SPJ/SDX), which begins in New York on Wednesday, November 14.

More than 1,100 professional journalists, college journalists and journalism educators will attend the four-day meeting at the Waldorf-Astoria.

Other featured speakers include Charles Osgood, CBS News correspondent; Mary McGrory, *Washington Star* syndicated columnist; Eugene Roberts, executive editor of the *Philadelphia Inquirer*; William Buckley, author, editor and lecturer; and Don Ohlmeyer, executive producer of NBC Sports in charge of 1980 Olympic coverage.

SPJ, SDX President Phil Dessauer, managing editor of the *Tulsa World*, will welcome members from the Society's 299 campus and professional chapters at Thursday's opening session. Roberts will deliver the keynote address.

Civiletti will speak at Thursday's luncheon.

Panelists discussing "Fair Press, Free Trial" Thursday afternoon will be Grant Dillman, manager, United Press International, Washington, D.C.; David Halvorsen, managing editor of the *San Francisco Examiner*; John Leard, executive editor of the *Richmond Times-Dispatch* and *News Leader*; and Robert Lewis, Washington correspondent for Newhouse News Service and chairman of the Society's Freedom of Information Committee. Moderating will be William Small, president of NBC News and past national president of SPJ, SDX.

A panel on media critics, entitled "Why Don't They Love Us Out There?" will include Herbert Gans, Columbia University sociologist and author of "Deciding What's News"; Bob Schuman, news critic of the *Louisville Times*; Reed Irvine, chairman of Accuracy in Media; and Rep. Jim Wright (D-Texas), House majority leader.

Convention delegates, representing more than 35,000 members nationwide, will elect national officers Friday morning, followed by a dual presentation, "Warning—Presidential Election Ahead," by McGrory and Buckley. Ohlmeyer will speak at Friday's luncheon.

Panelists discussing "Ethics: Yours, Mine and Theirs" Friday afternoon will be Michael Cordts, reporter for the *Rochester Democrat and Chronicle*; Tim O'Brien, ABC Supreme Court correspondent; Frank Wright, managing editor of the *Minneapolis Tribune*; and

Pam Zekman, reporter for the *Chicago Sun-Times*. Panel moderator will be Robert McCord, past national president of the Society.

The final convention panel will cover why "A Little Good Writing Can't Hurt Us," with Rich Adams, editorial director of WDVM-tv, Washington, D.C.; Edward Bliss, retired head of the broadcast journalism program at American University; Roy Peter Clark, assistant director of Modern Media Institute; and William Zinsser, director of editorial publications for Book-of-the-Month Club and author of "On Writing Well."

The Society's traditional Friday banquet will feature presentation of the Wells Memorial Key, given annually to the member judged to have contributed the greatest service to the Society over a period of years. Highlights of the evening will also include presentation of the \$2,500 Barney Kilgore Award, recognizing an outstanding college journalist, to Robert Mackle, Oklahoma State University. Osgood will be the dinner speaker.

At the Society's annual business session Saturday, delegates will consider resolutions and By-Laws changes, vote on historic site nominations and elect three Fellows to the Society from the ranks of distinguished journalists. President-Elect Jean Otto, editor of the op ed page of the *Milwaukee Journal*, will then be installed as the Society's first woman president.

The national Board of Directors of the Society and the Sigma Delta Chi Foundation will also hold annual meetings during the week.

The convention is being hosted by the Society's professional chapter in New York City, the New York Deadline Club. Convention chairman is Robert Brown, president and editor of EDITOR & PUBLISHER magazine. Honorary chairman is CBS News Managing Editor Walter Cronkite and the Society's Region Director is James Plante, ABC News writer/editor. Co-hosts are the campus chapters from Columbia University, Fordham University, New York University and Long Island University. Sponsors of convention meals and receptions will include newspaper and broadcast organizations from the metropolitan New York area.

## Al Capp dies

Al Capp, creator of "Li'l Abner," died November 5 at Mount Auburn Hospital in Cambridge, Mass. While the immediate cause of death was not announced, Capp, 70, had been fighting a long battle with emphysema.

Capp ended "Li'l Abner" November 13, 1977 as his health worsened and his mobility grew limited. He said then he "divorced" himself from the strip when he began "to feel lousy and the strip didn't have the zing it had had."

## Alabama group buys Ohio newspaper

*Ironton* (Ohio) *Tribune* was sold October 31 to a new Ohio corporation, Ironton Publications Inc., to be headed by Emory V. Burkhardt, presently editor and publisher of the newspaper.

Burkhardt will be a substantial stockholder in the new company and will be its president and continue as editor of the daily and Sunday *Tribune*.

Boone Publications Inc. of Tuscaloosa, Alabama, will be majority stockholder. The remainder of the company's stock will be owned by newspaper associates of James B. Boone Jr., controlling stockholder of Boone Publications.

Syd S. Gould, a resident of Mobile, Alabama, and majority stockholder and president of Ironton *Tribune* Corp., worked out the sale of 100% of the corporation's stock. The corporation, which owns the *Tribune*, was sold as well as a second corporation, Ironton Newspapers Studios, Inc. Gould said his health "demanded my retirement from active business affairs."

The Boone groups includes newspapers in Alabama, Georgia, Iowa, Mississippi, Missouri, New Mexico and North Carolina.

## Field Enterprises invests in realty firm

Field Enterprises Inc., publishers of the *Chicago Sun-Times*, has concluded a successful tender offer of \$27 million for all the subordinated notes and non-voting class A preference stock of Cabot, Cabot & Forbes Inc. (CC&F) that had been held privately by several institutional investment groups.

Field also has entered into agreements with certain of the common stock holders under which it may acquire more than 80 percent of the common stock of CC&F.

CC&F is a national real estate development, investment, and management company headquartered in Boston with regional offices throughout the United States. Both CC&F and Field Enterprises are privately-owned companies.

## Eltra now subsidiary of Allied Chemical

Allied Chemical announced November 5 that the shareholders of Eltra Corporation approved the merger of Eltra Corp., as a wholly-owned subsidiary of Allied Chemical.

Eltra is the parent company of Mergenthaler Linotype.



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Virtually everybody flipped over this one!

Frankly, we flipped the most because coming up with four winners in one year is extremely gratifying.

So, as SNPA celebrates its 75th year, we take this opportunity to offer our congratulations and, once again, our thanks.



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# Price index compiled on local items

By Andrew Radolf

The *Florida Times-Union* and *Jacksonville Journal* have designed and begun publishing its own consumer price index (CPI) and "20 stock" index for the Jacksonville metropolitan area.

The Jacksonville indices provide the paper's readers with more accurate economic information than is available

from the federal government or the major stock exchanges.

Dave Whitney, economic and business editor, started the indices because "no one had any figures that could prove anything, nor any that were reliable, including the Chamber of Commerce" on the state of Jacksonville's economy.

"About all anyone could tell you was that Jacksonville was a good place to live and work in," he said, adding "One of the roles of the new journalism is to inform readers with some factual background."

The Florida Publishing Company, which owns the newspaper, gave Whitney \$5,000 to start the project and

another \$1,000 a month to maintain.

The editor contacted Dr. Joseph Perry, economics department chairman at the University of North Florida, and the two men used the national CPI as model to create an index for Jacksonville which measured 400 items sold locally.

"Joe is the mechanic, and also the interpreter of the results of our survey," Whitney explained. "Karen Brune on my staff does all the writing each month."

He and Dr. Perry set up their local CPI along the lines of the national CPI to facilitate comparison between the two indices.

"Our CPI's market basket more directly reflects purchasing in this area," Whitney stated. "Since we have tighter control on our input data, our statistical margin of error each month is less than the national one—right now less than one percent."

Dr. Perry presented the Jacksonville CPI to the American Statistical Association last summer won the organization's approval for the project.

"Businessmen here now use our monthly figures for negotiating leases, labor contracts, and other legal arrangements," Whitney said. "Divorce lawyers find the figures helpful in determining local settlements."

Whitney conceived of "the Jacksonville 20 stock index" of company's representing a cross section of the local economy "to see if any specific patterns turned up during economic downturns" and test his feeling the area "may be virtually recession proof."

The index consisted of four banks, six insurance companies, and 10 industries which were also grouped in three sub-indices.

"I found that we were booming here—beating inflation by nearly 30% as represented in the index," the editor said.

Whitney followed the success of his Jacksonville CPI and 20 stock index by starting *PERSPECTIVES*, a monthly economic digest published by his newspaper.

The digest covers real estate, finance, energy, insurance, agriculture, state and national economic news, and general topics as balance of trade, productivity, and retailing.

With 100 subscribers paying \$120 a year so far, Whitney intends to use the income from *PERSPECTIVES* to finance further economic research projects for his paper's business section.

As a result of developing all these reports, Jacksonville's public broadcasting station, WJCT, offered Whitney, Dr. Perry, and reporter Brune the 7 to 7:30 P.M. spot each Friday for a program on local business and economics.

Since the *Times-Union* and *Journal* owns the copyright on all of the local indices, any one else who reports their figures must give the paper credit.



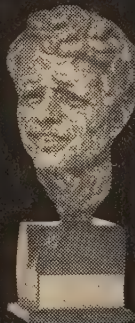
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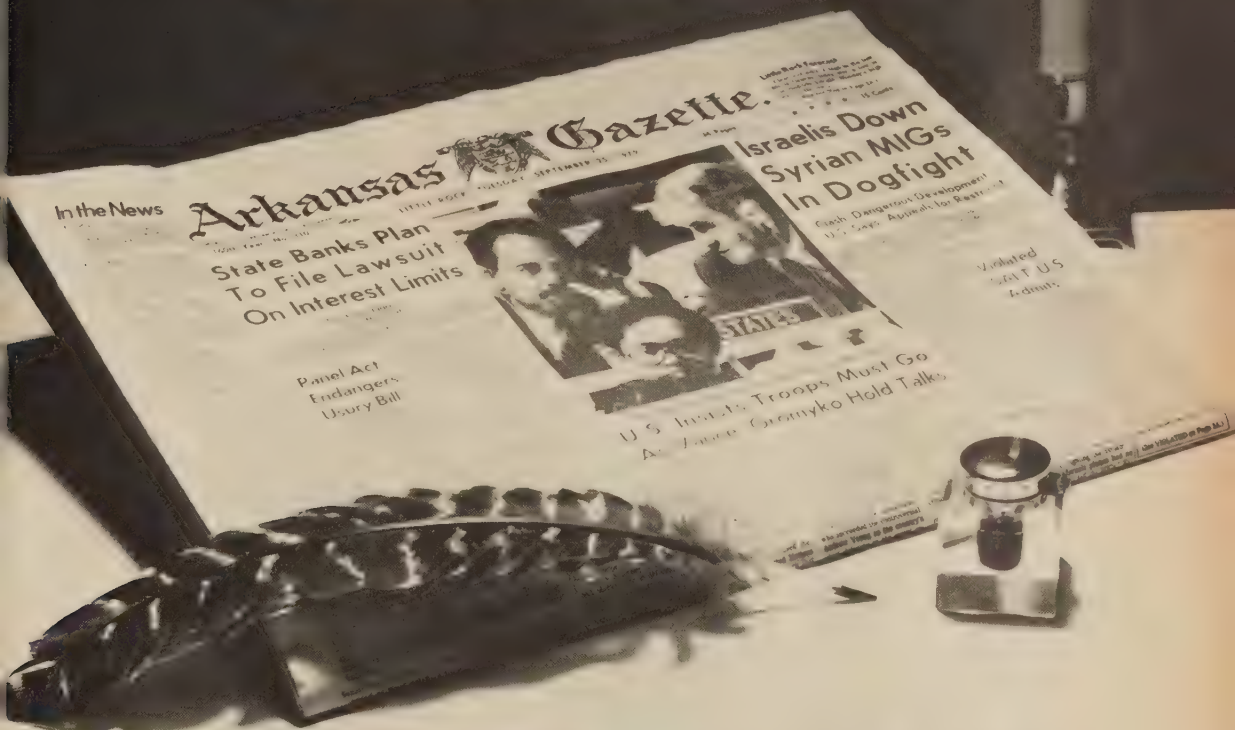
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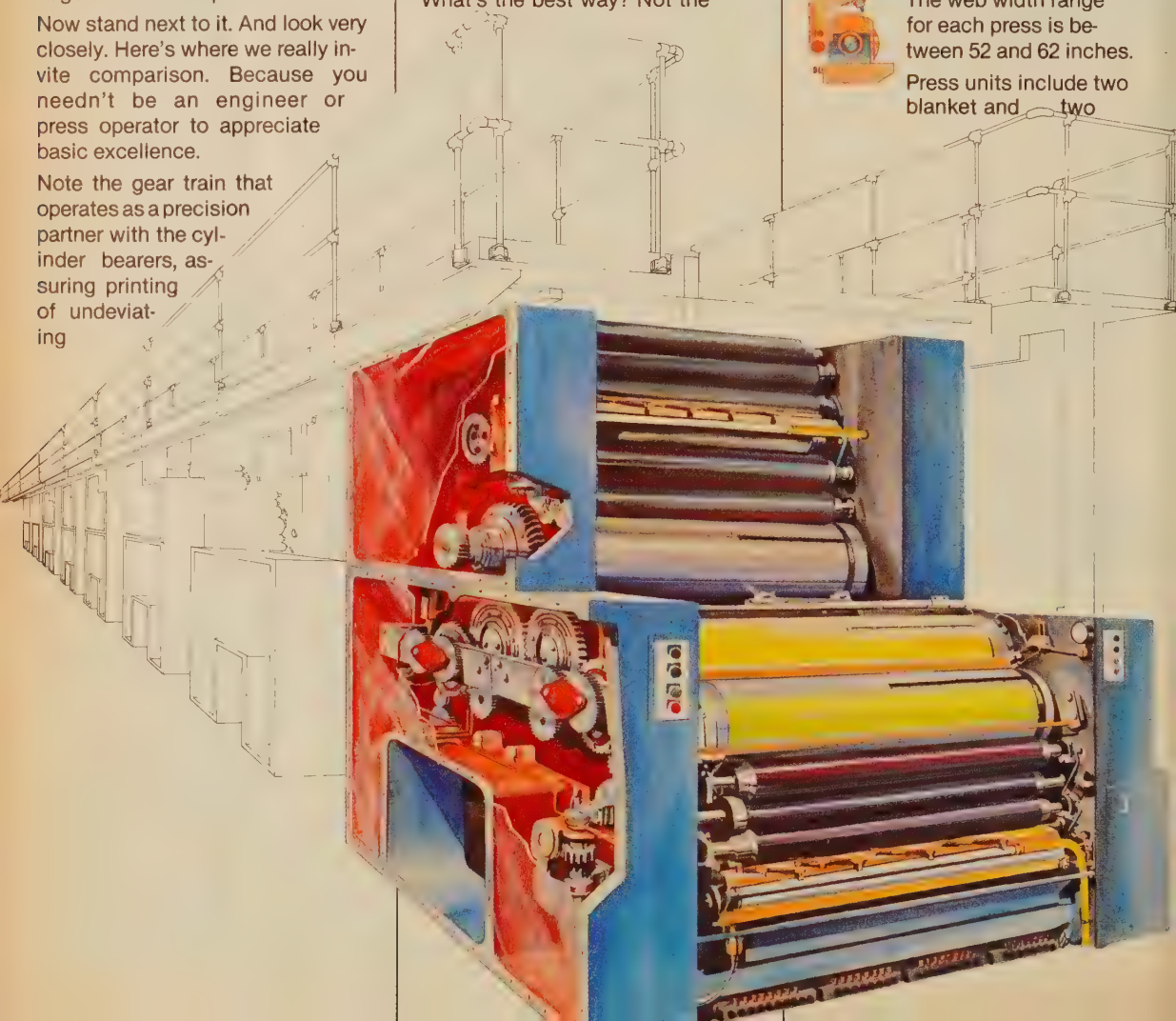
## Fundamental features

Lithomatic II and Lithoflex are double-width, semi-cylindrical web offset units. The former offers a choice of four cutoffs; the latter is available with a standard 22 3/4" cutoff.



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# Editors polled on acceptability of news releases

A poll taken by the National Newspaper Association shows that newspaper editors rely on press releases for news and leads.

Articles by government writers appear to rate higher with more newspaper editors than do those distributed by corporate public relations departments, according to an official of the National Newspaper Association.

The report came from William G. Mullen, executive vicepresident of the National Newspaper Association in a speech (November 1) to the National Association of Government Communicators.

NNA represents 5,000 weekly newspapers and 500 daily newspapers across the country. Mullen explained that the finding resulted from 50 replies to a sampling by NNA of editors from different sections of the United States who are considered typical of "the men and women representing the grassroots dailies and weeklies."

Mullen's address came during the initial sessions of NAGC's two-day annual conference in Philadelphia. The National Association of Government Communicators includes information specialists, public affairs officers, writers, editors and other communicators from regional, state and city units of government as well as from federal agencies.

Said Mullen: "The average editor in average America, the survey indicates, is not exactly enamored of press releases in

general, but does find it worthwhile to check them out for news as written or for leads to staff-written stories. He or she receives a hundred or so releases each week—sometimes much less, often much more—from government agencies, plus many others from private-sector sources.

"The federal government is the largest supplier of news releases, but its offerings are topped by the combined efforts of state, county and local agencies, particularly when coupled with texts distributed by elected officials at home or in Washington.

"It's generally agreed that the materials from federal agencies tend to be better prepared than those of state, county or municipal units, but that the utility of the releases issued by the latter offices is higher, because they are more apt to be of greater local or regional interest.

"Of the editors surveyed, 60% indicated that the number of releases they receive from businesses and other private-sector sources is usually higher than the total coming from government offices. Sixteen percent said the volume is essentially the same from the two sources, while 14% rated that from government as "somewhat greater" and 10% felt it to be "much greater."

Thirty-two percent of the editors reporting rated the overall usefulness of the average government news release as higher than that of the typical corporate release. Forty-four percent found the releases equal in utility, while 24% gave the edge to texts received from business.

"Only 64% of those surveyed replied when asked to compare releases received from federal agencies with those originating from state, county or local units of government. Of that total, however, only 14% rated the federal release

above the others in utility, although approximately 28% said the federal efforts tended to be better written.

At the same time, Mullen emphasized, almost 80% of the editors reported that the bulk of the releases from government agencies and corporate offices alike are of marginal value. And 40% said that, of every 100 government releases received, only five or less will be used, he declared. Thirty-four percent of the editors put the use range at between six and ten per 100.

"One generous soul," Mullen noted, "said he probably printed 75 of every 100 releases that came across my desk."

He continued: "Without exception, however, all of the editors declared that every government release they received required editing or rewriting to some degree. Fifty percent said the rewriting demanded ranged from fairly heavy to extensive, while 10% said complete rewriting was the rule."

"What I found particularly significant was the large number of editors who indicated they would prefer feature releases to straight news approaches. A full 44 percent said they favor the feature style, with 38 percent opting for the news technique and the remainder either neutral or not commenting.

"Here, though, a word of caution is in order. Fifty-four percent of the men and women surveyed termed the personalized approach sometimes taken by government writers to feature stories to be inappropriate for their papers.

"The most desired word length for a feature story, incidentally, is 500 words, according to the editors. Only 8 percent of them said they could use features of up to a 1,000 words.

"As far as the news story is concerned, it is clear that the shorter it is, the better. Sixteen percent of the individuals queried said an ideal length is 100 words or less; 24% put it at 200 words; 22% at 300, and the remainder at from 400 to 500 or so words.

"Apart from stories with local angles, the subjects in which the editors of the nation's grassroots papers are most concerned are agriculture, health, education, Social Security, consumerism, tourism and all pocketbook issues, plus transportation, recreation, travel, and law enforcement. Energy, of course, ranks high on every editor's list today."

## National ad rates raised to 96¢ a line

Continued increases in labor costs and all basic materials were cited as the reason for a revision in advertising rates at the *Macon (Ga.) Telegraph and News*.

Effective January 1, 1980, national advertising rates will be increased nine cents per line combined daily and ten cents on Sunday, to bring rates to 96¢ per line daily and 99¢ per line Sunday.

EDITOR & PUBLISHER for November 10, 1979

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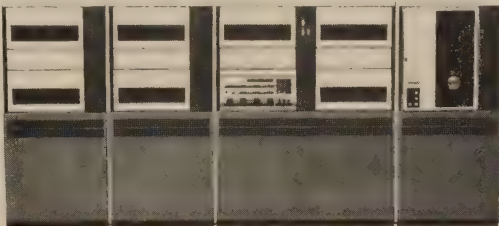
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**digital**



# Stock analysts tout 2 groups as best buys

Knight-Ridder Newspapers, Inc. and Times-Mirror Company, Inc. are currently being recommended to investors by newspaper analysts on Wall Street.

"Investors still have not focused on the steady growth potential of the well managed, well situated newspaper companies, especially considering their strong recession resistance," stated George Adler of Smith Barney Harris Upham & Co. in a recent report. "This applies particularly to Knight-Ridder. We recommend the purchase of shares which are selling at a discount multiple based on our 1980's earnings forecasts."

Asserting that Knight-Ridder has "the largest circulation price reserve of any major chain," Adler predicted the newspaper company "will accelerate price increases to offset weakening ad gains during the recession. By the end of 1980, all of its dailies will be at 20¢, all Sunday papers will be at a minimum of 50¢, and home delivery discounts will disappear."

Such circulation price increases will "add 65¢ to earnings per share," he suggested, and "lead to a large earnings jump" for 1980.

Adler also forecasted that Knight-Ridder's newsprint mill at Dublin, Ga. will add another 15¢ to earnings per share when it is fully operational in 1981. The mill is owned jointly with Media General, and 50,000 of its 156,000 ton newsprint capacity will supply Knight-Ridder.

Noting that the company continues to generate excess cash for acquisition, the Smith Barney analyst maintained the keen competition for newspapers will result in it expanding further into broadcasting.

"Knight-Ridder is interested in buying television stations in the 50 largest markets and, hopefully, in the 20 largest markets," Adler said. He cited Poole Broadcasting, acquired in 1978 and with revenues "approaching \$30 million" for this year, as one operation which the company "is likely to expand in the next few years."

Poole Broadcasting accounts for approximately 2.8% of Knight-Ridder's estimated 1979 revenues. It has ABC affiliates in Flint, Mich., Providence, R.I., and Albany, N.Y.

"Operating margins of Knight-Ridder are substantially below those of other newspaper chains," Adler concluded. "Part of this is attributable to the lower margined operations in Detroit and Philadelphia and some to the company's greater editorial effort. We postulate in our earnings forecast that by 1981 operating earnings will rise to new record levels."

The recommendation of Times Mirror Company's stock came from Goldman Sachs & Co. in a report issued by Ellen Berland Sachar.

Sachar based her opinion on the "changing mix of Times Mirror's businesses resulting from acquisition activity" especially in "high margin areas" as cable television, tv broadcasting, and newspapers.

She also cited the company's projected newsprint capacity of 500,000 tons by 1981 and 600,000 tons by 1985 as another reason for her recommendation.

"We (Goldman Sachs) estimate that by the end of 1980 (Times Mirror's) newspaper publishing earnings should amount to just over 50% of the total and 'other operations' which include broadcasting and CATV should contribute just over 20%, on an annualized basis," Sachar stated. "With Times Mirror stock selling at roughly market multiples, we believe there is still room . . . for a considerable multiple expansion."

She added a cautionary note to her report, saying, "By the year end 1980 the company will be carrying a debt load of some \$340 million. However, since cash flow should well exceed over \$200 million by the end of 1980, we are not concerned about Times Mirror's ability to pay these monies."

The Goldman Sachs analyst also took a favorable view of Capital Cities Communications, citing the company's "consistently high" broadcasting operating margins and high ratings of its television stations in her analysis.

"Given our optimistic outlook for the broadcasting economy, our positive view of Capital Cities operating record and management talent, and our strong belief that companies well entrenched in both the newspaper and broadcasting businesses are best positioned for the future, we recommend purchase of the stock," Sachar said.

## Penthouse publisher sues N.J. daily

*Penthouse* magazine publisher Robert Guccione has filed a \$50 million libel suit against *The Record* of Bergen County, N.J.

In his suit, filed in U.S. District Court, Manhattan, N.Y., Guccione contends that the *Record* in a July 22 article unfairly linked him with organized crime. The suit asks for \$30 million for damage to Guccione's reputation and \$20 million in punitive damages.

The *Record* article was written by E.S. Ely, II, who is no longer with the paper. The article reported that Guccione had done business with organized crime figures and detailed five instances.

Robert Comstock, executive editor of *The Record* said, "The article was done with great care. I think any careful reader will see that the story did not say what the lawsuit claims it said."

# New sections added by S.C. dailies

The *State* and the *Columbia* (S.C.) *Record* have each added three new sections.

The morning paper, the *State*, had added a weekend section each Friday called Time Off that features articles on weekend activities, emphasizing night life, movies, concerts, plays, and tv. Regulars include outdoor activities, crafts, the arts, and dining out. The *State's* Sunday tv Weekly is a tabloid with complete area tv and radio programming, plus feature stories on TV personalities, sports, movies and soap operas. The *State Magazine*, also on Sunday, is a locally edited feature magazine that covers interesting people and places in South Carolina.

The evening paper, the *Columbia Record*, has also expanded weekend coverage through a new standard size Thursday section called Weekend. Where to go and what to do covering such things as, dining, plays, movies, sports, community events, festivals, and concerts make Weekend a top read weekly product. A popular regular feature, "Day Tripper," details side trips that are within a day's drive from Columbia. The Television tab comes out each Saturday and combines local programming and a daily synopsis of specials, movies, and featured programs, as well as weekly sports and articles focusing tv personalities. A new 4-page standard comics section tops off the Saturday package.

The introduction of the new products was preceded by a teaser campaign and extensive in-paper promotional ads and articles. Advertiser and reader response has been excellent and community support continues to strengthen as indicated by a sizable increase in new subscription starts.

## Criminal code bill opposed

Barbara D. Haas president of Women in Communications, Inc. (WICI,) said that the 9,000-member professional journalism society opposes S. 1722, the Senate's Criminal Code reform bill, because the legislation presents serious dangers to the free exercise of First Amendment rights.

"The current Senate Bill is really not very different from previous attempts at criminal code reform, and all of those were full of pitfalls for the press. Freedom of the press is still seriously restrained. Government powers to investigate and to keep information secret are broadened. We cannot support that," Haas concluded.

# Thanks to a better idea from Joe Dingus, we've cut costs and increased productivity.



*Joe Dingus, who works at Bethlehem's Buffalo Tank Division, was awarded a new car for his better idea: an inexpensive template to facilitate intricate burning of steel plates during fabrication.*

Joe's better idea—submitted in Bethlehem's 1978 "Take It To The Top" program—is now helping us cut costs at the Fairfield, Md., plant of our Buffalo Tank Division. Lower costs lead to increased productivity. And increased productivity is one way to fight inflation.

#### **Better ideas save money.**

During our 1978 program, Bethlehem employees turned in more than 9,000 ideas for new ways of working smarter. Over the next three years, we expect to save more than \$15 million solely from suggestions generated by that campaign.

And we expect equally as good results from our 1980 program.

#### **People in government can work smarter, too.**

When you get right down to it, deficit spending by government is the chief cause of inflation. We need to take better ideas to the top in government, too. We need to keep government aware that unfettered spending must be brought under control—and that one way to check inflation is to make our tax dollars more productive.

#### **Let's all take our better ideas to the top.**

Cutting inflation down to size is everybody's business. One way you can help is to take your own better idea for fighting inflation to someone who can do something about it.

That someone may be President Carter...your boss... your governor...your representatives in Congress...?????

Your idea, like Joe's, *can* make a difference. But only if you share it.

**Bethlehem**   
Working Smarter



## Lewis Cope wins Blakeslee Award

The American Heart Association announced eight winners in the 27th year of competition for the Howard W. Blakeslee Award that honors the former Associated Press science editor and co-founder of the National Association of Science Writers.

The award—a plaque and \$500—is given for outstanding efforts in mass communications that inform and educate the American public about heart and blood vessel diseases. This year's awards will be presented November 15 during the AHA Scientific Sessions in Anaheim, Calif. The winners:

Lewis Cope, reporter for the *Minneapolis Tribune*, for a series of eight articles titled "Saving Your Heart" that ran in the *Tribune* December 1, 1978 through January 7, 1979. The judges said "Lewis Cope's series provided good usable information on all aspects of heart disease, including risk factors, diet, and smoking, as well as some of the new research areas, such as high density lipoproteins."

Lawrence Galton of New York City, freelance science and medical writer, health information columnist and author of more than a dozen books, for an article in the September 27, 1978 issue of *Family Circle*, "New Weapons Against Heart Attacks and Strokes." The judges cited this article for its discussion of "exciting new developments in our knowledge of platelet function and physiology."

May W. Annexton of New York City, program editor for the Physicians Radio Network, for her report "Burrowing Through Blocked Arteries With A Balloon 'Relocates' Plaques" published in the September 8, 1978 Medical News Section of the *Journal of the American Medical Association*. The judges cited her article as "journalism done adroitly, a fine description of what the technique will do and what its potentials are, a provocative discussion of a controversial but potentially useful technology."

Augusta Greenblatt, science and medical writer, and I. J. Greenblatt, Ph.D., clinical pathologist, of Woodmere, New York for their book, "YOUR GENES AND YOUR DESTINY: A NEW LOOK AT A LONGER LIFE when heart disease, high blood pressure, diabetes or obesity is a family affair," published by Bobbs-Merrill. The judges said: "This is a well documented and readable book for the layman about the link between heredity, heart disease and stroke and the broad field of cardiovascular disease. It tells us to start early in life in order to prevent disease."

Steven Andrew Davis, M.D., of San Francisco, Calif., medical editor of KCBS Newsradio, for 13 reports on his

"Speaking of Health" program distributed through the CBS Radio News Service. The programs covered the dangers of cigarette smoking, heart attack, and stroke. The judges called the programs "very important, clear, a real service to radio listeners, reports that use the kind of language that is to the point and the public can understand."

The Tomorrow Entertainment/Medcom Company of New York City for its hour-long television special, "The Body Human—The Red River," broadcast during prime time over Columbia Broadcasting System stations nationwide on March 6, 1978. The judges called this program "magnificent, great, a program with high elements of human interest, a brilliant presentation about medical diagnosis, therapy, and the tools now available to deal with a variety of heart and vascular problems." Thomas W. Moore was executive producer, Alfred R. Kelman, producer, and Robert E. Fuisz, M.D., writer.

William F. Turner, president and general manager of KCAU-TV, Sioux City, Iowa, for an hour-long program in the

Siouxland Closeup series titled, "A Documentary On An Open-Heart Surgery Patient," telecast on Feb. 25, 1979. The judges called this program a "superb dedication of a station's resources, a crisp documentary with a high degree of human interest."

WBBM-TV, the CBS affiliate in Chicago, for an extensive station effort called "Project Heart." The judges called it "a comprehensive public health education effort blending indepth presentations with short, lifestyle features touching on many aspects of cardiovascular disease, including risk factors such as smoking and high-fat diets." WBBM also won a Blakeslee Award in 1977.

The judges were: Jack Stuppler, Director, Program Practices for CBS Radio, New York, N.Y.; Judith Goldstein, Director of the Medical & Pharmaceutical Information Bureau, New York, N.Y.; John Henahan, freelance writer from San Diego, Calif.; Warren K. Agee, Ph.D., Professor of Journalism at the University of Georgia, Athens; and Walter M. Kirkendall, M.D., Professor of Medicine at the University of Texas Health Science Center at Houston.

## Best pro football stories of 1978-79

The Professional Football Writers of America (PFWA), an association of 300 sportswriters who cover National Football League games, announced award winners for writing excellence during the 1978-79 season.

First prize stories were authored by: Dave Anderson of the *New York Times* in the "Columns" category; Hubert Mizell of the *St. Petersburg Times* in the "Features" category; Sam Blair of the *Dallas Morning News* in the "AM News" category; and Steve Ballard of the *Bellingham* (Wash.) *Herald* in the "PM News" category.

Anderson's winning column was entitled "John Madden: A Man and A Coach" with reflections on the career of the retired Oakland Raiders coach. Mizell's top-judged feature was a profile of the Dallas Cowboys' flamboyant linebacker, Thomas "Hollywood" Henderson. The winning morning news article was Blair's coverage of the Pittsburgh-Houston playoff game sometimes referred to as the "Ice Bowl." The subject of Ballard's winning afternoon news story was San Diego's victory over Seattle by virtue of an interception by a "loafing" player.

Stories judged for runner-up honors were written by: Stan Hochman of the *Philadelphia Daily News* (Columns); Dave Newhouse of the *Oakland Tribune* (Features); Larry Fox of the *New York Daily News* (AM News) and Glenn Sheeley of the *Pittsburgh Press*, now with the *Atlanta Constitution* (PM News).

The sponsoring Schick razor blade division of the Warner-Lambert Company will present each winner with \$250 and a portable typewriter, while the runners-up will receive \$100 checks from the PFWA.

## Deaths

BRUCE J. GILLEY, 32, reporter for United Press International, October 5.

\* \* \*

EMMET N. O'BRIEN, 69, Albany, N.Y. bureau chief, Gannett News Service from 1948 to 1973 when he retired; October 10.

\* \* \*

WILLIAM T. GOSS, 75, former vice-president and salesman of Goss Printing Press Co. and last survivor of the founder; October 2.

\* \* \*

WALTER J. MCGIBBON, 77, chairman of the board of *Kitchener-Waterloo Record* and president of Motz Co. Ltd., which holds controlling interest in the newspaper; October 23.

\* \* \*

SIEGMUND FRIEDLER, 62, director of sales development, *New York Post* and former circulation manager of *Long Island Press*; recently.

\* \* \*

JOHN DREBINGER, 88, dean of the nation's baseball writers when he retired in 1964 after 40 years with the *New York Times*; first with the *Staten Island Advance* and then to the *Times* for the "hobo life" of a baseball writer; from 1929 through 1963, covered all 203 World Series games; October 22.

EDITOR & PUBLISHER for November 10, 1979



Photographed in the Cafe Royal, Edinburgh, Scotland.

## WHY THE SCOTS DRINK MORE BELL'S THAN ANY OTHER SCOTCH.

Because Bell's is blended with a high percentage of malt whiskies, which give a true "Scotch" Scotch taste.

Because a precise amount of the Bell's blend is matured in sherry casks, to give a mellow taste.

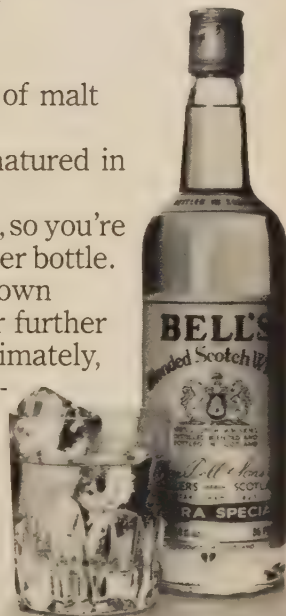
Because we use a *two-step* blending process, not one, so you're doubly assured of smoothness, time after time, bottle after bottle.

And because the blends in Bell's aren't merely thrown together and bottled, but are "married" in oak casks for further aging so they have time to get to know each other intimately, comfortably. That's why Bell's has such a mature, well-rounded taste.

The Scots are known to appreciate the taste of a great Scotch. And that's exactly why they drink more Bell's than any other Scotch in Scotland.

Taste.

**Bell's. The best selling Scotch in Scotland.**





# How CBS on October 24, 1979, prefabricated the news.

October 24 was the day we announced Mobil's third-quarter earnings. We did so in a 10-page news release explaining most of the information on our profits.

But it was all a total waste of time—as far as CBS News was concerned. Because CBS had prefabricated most of its report—and all of its thesis—about our earnings well before we announced them. So our effort to convey useful information to the public on our earnings—about how and where they were made—didn't stand a chance. The actual news didn't fit the scenario CBS had constructed—and the fact that their scenario didn't have the slightest relation to our earnings didn't seem to bother CBS at all.

Here now is the story of some manufactured news:

## What the Public Saw and Heard

Transcript as taken from taping of CBS-TV Evening News, October 24, 1979

WALTER CRONKITE: Good evening. Five more oil companies today reported huge profit increases for the third quarter, among them the giant Mobil, whose July-August-September profits were 131% higher than the same quarter last year. SOHIO reported a 191% gain, Sun was up 65%, CITGO up 64% and Marathon up 58%. Ray Brady reports.

RAY BRADY: Mobil, like other international oil companies, says the big profits were not made here, but in foreign markets, which would mean that foreign consumers were the ones getting hit. Abroad though, a top analyst of the world oil industry says that is not necessarily so.

MARTIN BEUDELL, "British Oil Analyst": They are a great scapegoat in the U.S., the oil industry, the energy industry. So, you are inclined to do that, to de-emphasize your home profits and stress what you make overseas.

RAY BRADY: American critics charge that it is simply a matter of bookkeeping, to earn a foreign profit from an American consumer.

EDWIN ROTHCHILD "Energy Action Educational Foundation": Every time he goes and buys a gallon of gasoline for a dollar a gallon, some of that profit is made in the United States, but the rest of the profit these companies earn is spread around their foreign subsidiaries.

RAY BRADY: Roughly 40% of our oil comes from abroad, about 1/5 of it already refined. The oil companies say there are limits on what they can charge, but critics say for \$18 they can buy a barrel of oil in Saudi Arabia, then it might make the long trip to a refinery in the Caribbean, where they can sell it to their own subsidiary or another company for \$25. After costs, the difference of \$7 is profit—a foreign profit earned abroad. Once the oil is refined, it

could go to the U.S., the critics go on, sold to a marketing firm for a price of, say, \$35. After costs, the difference of \$10 is more foreign profit. The oil companies argue that many of their profits go to their stockholders as dividends. The government would like to put a windfall profits tax on some of those profits earned in this country, but oil company critics say that would simply result in the oil companies coming up with more foreign profits.

Ray Brady, CBS News, New York.



## What the Public Wasn't Told

• **The CBS Build-up.** We should have seen this curveball coming, but we didn't. Even before we had the final third-quarter numbers from our accountants, CBS-TV reporter Ray Brady was on the Evening News October 23rd telling viewers that Mobil Oil's "profit report" was due on the following day and that "oil analysts say they expect the company's increase in profits will be spectacular."

The following morning—again before our news release was cleared by Mobil management—CBS followed up "spectacular" with "tremendous"—this time using Bob Schieffer on the October 24th CBS Morning News to report that: "Mobil is scheduled to announce its third-quarter earnings today, and the company's profit increase is expected to be tremendous...."

CBS News knew about the film they had ready to roll. We didn't.

• **The Third Strike.** On October 24th we kept getting phone calls from CBS reporter Ray Brady's researcher, asking for the news release on our earnings. We said we hoped to get the numbers approved and our release issued during the afternoon. We got it out at 4:45 p.m.—and quickly dispatched messengers with the 10-page release to the newspapers, the wire services, and network news departments—including CBS. (CBS signed for it at 5:30 p.m., an hour and a half before they went on the air.)

At 5:20 p.m., we called the CBS researcher to offer an oral summary of the more important statistics and the reasons for them. This was our first inkling that somebody was laying for us—because CBS didn't want the detail, wasn't interested in the sources of our improved earnings. All the researcher wanted was the earnings themselves, for third-quarter and nine-months of 1979, and the comparable figures for 1978. The researcher took the figures on Mobil's worldwide petroleum earnings per gallon sold but declined figures describing rates of return.

We thought then that we knew what was coming. We figured CBS would stress our third-quarter gain of 131 percent in comparison with third-quarter 1978—and they did. We figured they wouldn't say a word about the analysis and perspective on our earnings, although these were in our news

release. And they didn't.

But we never suspected that CBS was merely going to plug our numbers into a prefabricated story that really had nothing to do with them—the worst, the most unfair, report on Mobil earnings that we've ever seen!

## What the Public Should Know

Take another look at the way Ray Brady explained how oil companies "earn a foreign profit from an American consumer"—and finished his story posed in front of the Mobil sign. Once such an irresponsible flight of fantasy is launched, it is impossible for the target to avert it. The damage is done.

But we can put the facts before the public today, and let the public decide on their merits. And here, in specific detail, is how CBS News played fast and loose with the truth on October 24th:

**1. The thesis developed by CBS News about foreign earnings bore absolutely no relationship to the earnings the viewer was led to believe were under discussion: namely, Mobil's.**

Brady's report implied that U.S. energy profits are being hidden abroad, in foreign subsidiaries, by using phony book-keeping prices. But the announcement that we issued on October 24—and that CBS ignored—went into great detail on the sources of our foreign earnings, and made it obvious that they could in no way fit the pattern described by CBS. If CBS had bothered to check, they could have learned easily that U.S. tax law and price control regulations forbid the scam they describe. Mobil does not engage in such practices—and after countless investigations of our activities by the U.S. Congress and the Department of Energy, and after regular and thorough audits by the Internal Revenue Service, nobody has ever suggested that we've even tried to do it. We pay U.S. taxes on our U.S. profits—and the Internal Revenue Service makes sure all our U.S. profits are included.

Brady dismissed the industry case with the comment, "oil companies argue that many of their profits go to shareholders as dividends." Why didn't he say that an amount in excess of our profits is being invested in finding and producing more energy, especially here in the United States? This is the point we have made time and again that he chose to ignore.

**2. The thesis developed by CBS News about our earnings was developed even before the earnings—and their sources—were announced.**

The "British oil analyst" clearly was interviewed before Mobil's earnings were announced and before we had given any information on the source of these earnings. We suspect that his sandwiched 17-second "interview" on the program was part of a much larger interview which might have put his remarks in quite different context than the scenario Brady unfurled. But when we asked CBS to let us look at the full tape of this interview, and even to tell us how lengthy it was, we were refused. We also asked CBS to tell us who else was interviewed but not aired (perhaps because they were at odds with Brady's thesis). This request, too, was denied.

The American "expert" interviewed was from the Washington-based Energy Action Educational Foundation, a virulent anti-oil group that can often be found, as here, quoting fantasy as fact. What is Energy Action? Who are the private individuals who provide its funds? What kind of changes are they really trying to bring about in America through their repeated attacks on our country's energy industry? These are answers Brady owed his viewers before presenting an Energy Action spokesman as a seeming authority.

Worse: the viewer was given the distinct impression that Energy Action's charges, with their implications of illegality, applied to Mobil—which they most emphatically did not.

CBS asked us nothing about any relationship we might have to the scenario of its "exposé." We could have told them this:

• Mobil bills all our Saudi oil to our U.S. and worldwide operations at the official Saudi prices (plus freight, which results in nothing like the \$7 a barrel "profit" Brady put forward). If the Saudi charge for a barrel of oil is \$18, that plus freight is the charge paid by any Mobil refinery. And what we charge U.S. refineries is the same cost that goes into our U.S. pricing calculations—which are monitored by the U.S. Government. This same procedure also applies to oil from other sources.

• The Internal Revenue Service won't permit hiding profits abroad. The Department of Energy requires that transfer prices represent fair market value—not artificially kited prices produced through some internal shell game. Earnings made abroad, whether they be from production abroad, refining abroad, inventory profits, or currency conversions, are foreign earnings. Earnings from U.S. operations are U.S. earnings—and they are reported and taxed as U.S. earnings.

• Mobil allocates crude oil to its worldwide facilities and customers based on historical demand patterns, not based on the whimsical scheme Brady projects.

**3. When we questioned CBS about its prefabrication, we were told that its reporter simply used a news technique called "hunching the story."**

CBS thought that Mobil's earnings abroad would be large—and prepared a story in advance about the sources of those foreign earnings: a story they must have known was wrong when they received our announcement. In utter disregard of the easily ascertained facts—the true sources of our foreign earnings, our pricing of Saudi oil at the official Saudi prices, U.S. laws against the scheme they described—they recklessly proceeded with their "hunch" and put it on the air beside the Mobil sign.

**4. Even when we told CBS News of its mistake, the network refused to give us an opportunity to correct the erroneous impression its broadcast had created.**

We followed our oral request for clarification with a written request for an opportunity to present our response to their grossly misdirected "hunch." CBS News refused.

## What the Public Should Understand

Much of the intemperate and inflammatory rhetoric about oil company earnings published during the last few days is the result of this sort of biased and careless presentation of energy news. Such shoddy TV journalism is inflaming a public that would have understood the facts, honestly presented. We hear Governor Byrne of New Jersey charging that the oil companies have been "taking advantage of oil shortages and making a profit on long gas lines." President Carter says some oil company profits are "unearned" and threatens legislation "which could be quite punitive to the oil industry." Many other public figures have been violent in their condemnation of oil industry earnings.

No wonder—if they think, as CBS News suggested, that foreign profits are made by selling Saudi crude from one to another of our own subsidiaries and raising the price steeply with each transaction.

It isn't happening. We don't do it—and we don't know of any company that does. And it would have been easy for CBS News to discover the truth.

Based on the foregoing, it is clear that an injustice was done not only to Mobil and the rest of the oil industry, but to the American public's need to know the facts. If our nation is to develop sound energy policy it is critically important that the public and our national leaders receive forthright and accurate information.

**Mobil®**



## SNPA topics

(Continued from page 13)

of the *Fredericksburg* (Va.) *Free Lance-Star*, to enhance the relationship between SNPA and the schools in its area.

A sub-committee of the Newsprint Committee which had been looking into the feasibility of a cooperative paper mill in northern Mississippi has been disbanded. A group of publishers is pursuing the project independently of SNPA. Rollins said it had never been the intention of SNPA to get into the newsprint business but only to determine the measure of support that the project might have among Southern publishers.

Newsprint affairs are again being assigned to the Business and Administration Committee of which Walter Hussman Jr and Donald Barhyte are co-chairman.

The committee has reported that the newsprint mill at Dublin, Ga., a \$100 million facility, went on stream in September, ahead of schedule and under budget. The joint venture of Cox Enterprises Inc., Knight-Ridder Newspapers and Media General Inc. is the first new newsprint mill built in the United States in the past decade. It uses recycled newspapers as its primary raw material.

Officials of Southeast Paper Manufac-

turing Co. said at the mill dedication ceremonies that more than \$13 million had been invested in equipment related to environmental controls. The manufacturing process is odor-free.

Wayne T. Patrick, *Rock Hill* (S.C.) *Herald*, became chairman of a new Smaller Newspapers Committee at the start of 1979 and organized a management workshop which will be a model for future activities to expand the usefulness of SNPA to all of its members.

The Personnel and Labor Relations Committee under the direction of Roger A. Daley, *Knoxville News-Sentinel*, initiated a series of training courses for production supervisors. The classes, limited to 35 persons, were conducted by the American Management Association, with Giles Padel of Harte-Hanks Communications and Wayne Sanders, a management consultant, as instructors. The fee for the two-day course was \$125.

President-elect Robert G. Marbut, Harte-Hanks Communications, has appointed other committees for the coming year with the following chairmen:

Editorial—John S. Hager, *Owensboro* (Ky.) *Messenger-Inquirer*, and John C. Ginn, *Anderson* (S.C.) *Independent*.

Newspaper in Education—Joseph R. Williams, *Memphis Commercial Appeal and Press Scimitar*; and Cecil B. Kelley Jr., *West Palm Beach Post and Times*.

Personnel and Labor Relations—R.

Sidney Crim, Beckley (W. Va.) *News-paper Corp.*, and Larry D. Franklin, Harte-Hanks.

Production—Joe M. Porter, *Richmond* (Va.) *Times Dispatch and News*, and G.E. David, *Houston* (Tex.) *Chronicle*.

In the election of officers, Roland Weeks Jr., *Biloxi* (Miss.) *Herald and Sun*, will move up to president-elect, and J. Stewart Bryan III, *Richmond Newspapers*, will become treasurer. Bryan also is chairman of the SNPA Foundation board.

New directors will be:

Tom J. Jardin, *Alexandria* (La.) *Daily Town Talk*.

Robert M. Hederman III, *Jackson* (Miss.) *Clarion-Ledger and News*.

David J. Whichard II, *Greenville* (N.C.) *Reflector*.

Ruth Sulzberger Holmberg, *Chattanooga* (Tenn.) *Times*.

R. Sid Crim, Beckley (W. Va.) *Post-Herald and Raleigh Register*.

## Carty is a judge

James W. Carty Jr., Professor of Communications at Bethany College, has been selected by the town council of Bethany, W.Va., as Municipal Court Judge. Carty teaches Mass Communications Laws at Bethany and formerly taught 10 years in that school's educational program at the State Maximum Security Prison for Men at Moundsville.

# You can thank a chemist for your newspaper.

Who cares that a Georgia chemist discovered a way to control resin in southern pine wood fibers in the 1930's?

You—because you read a newspaper.

The resin had been the stumbling block that kept southern pine from being made into newsprint.

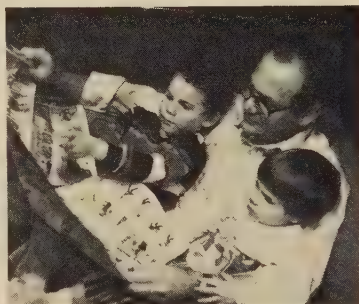
The problem was finally licked in a Georgia laboratory and with the support of the Southern Newspaper Publishers Association and its members, Southland came into being in 1938. Two years later, we produced at Lufkin, Texas, the first ton of commercial newsprint made from southern pines.

The achievement triggered the start of a whole new industry—

that of newsprint manufacturing—for the South and significantly reduced the dependence of southern newspapers on foreign suppliers.

Since that beginning, Southland has continued to grow and serve the nation's newspapers. We're now the Newsprint Division of St. Regis Paper Company, a world leader in forest products. We're also the second largest producer of domestic newsprint.

We owe a lot to the SNPA and its members and, in return, we've tried hard to provide a reliable supply of quality newsprint to publishers in the South, Southwest and Midwest.



**ST REGIS**  
PAPER COMPANY  
Southland Division

# Ten of Park's 16 Dailies Are in SNPA Territory



THE ACQUISITION by Park Newspapers of the Statesville, (N.C.) *Record & Landmark* on October 1, 1979, brought to 10 the Park daily newspapers in SNPA territory. J.P. Huskins, left, and C.P. Middlesworth, right, remain with the 105-year-old publication as editor and publisher, and general manager, respectively. Roy H. Park, center, confirmed the game plan for the newspaper: "Business as usual."

**P**ark Newspapers' first move into newspaper publishing was acquisition in 1972 of the Warner Robins (Ga.) *Daily Sun*. This was soon followed by the Manassas (Va.) *Journal Messenger*.

Others making up the 10 Park daily newspapers in SNPA territory are: *The News-Herald*, Morganton, N.C.; *the Observer-News Enterprise*, Newton, N.C.; *The Daily Independent*, Kannapolis, N.C.; (45.2% ownership); *The Daily Sun-Journal*, Brooksville, Fla.; *The Daily News-Capital & Democrat*, McAlester, Okla.; *The Broken Arrow Daily Ledger*, Broken Arrow, Okla.; and the *Sapulpa Herald*, Sapulpa, Okla.

The policy of the Park group is to rely on the management and staff of the newspapers it acquires to build further service to the community and to maintain strong local identity. We feel a good newspaper is the extension of the men and women who built it through community service--and we want to continue to call on that leadership.

The editorial at right, printed in full with permission from the *Hickory* (N.C.) *Daily Record*, says it best.

If our approach to newspapering squares with your philosophy, why not consider joining our group? If you are at the convention, call Roy Park at the Boca Raton, or after the convention at (607) 273-5623.

## People and Character Retained

It isn't very often the essential character of a local newspaper is retained with the purchase of its capital stock. But repeated admirable exceptions are turning up in the wake of Surry County native Roy Park.

Some years back Park became an upstate New Yorker in putting together an extensive broadcast-newspaper ownership chain. And just this year he has acquired three daily papers here in his home state, the latest being the Statesville *Record & Landmark* in neighboring Iredell County.

A remarkable thing about this, besides Park's evident corporate skills, is his ability to earn the respect and continuing commitment of the people he does business with.

In Statesville, as so clearly in Morganton earlier this year, Park persuaded the people running the *Record & Landmark* to continue in their places. Most notably this means the Statesville paper's chief owner and editor, J.P. Huskins, will continue as the watchman of Iredell.

As both a veteran newspaperman and veteran legislator, Huskins is thought by some to be crusty, even cantankerous at times. In truth he is a simple man of settled opinions who does his homework and is plain-spoken about the facts he finds. He is Iredell through and through, and his continuing commitment to his community and county will extend the *Record & Landmark's* enduring values in a changing world.

At the rate Roy Park is going he may one day have a significant impact on the North Carolina press. Given some of the barracudas in our industry, he is going about it in a reassuring way.

*Editorial reprinted in full with permission from the Hickory (N.C.) Daily Record.*

# Park

## NEWSPAPERS, INC.

TERRACE HILL, ITHACA, NEW YORK 14850



# Strikers denied unemployment pay benefits

Pennsylvania's Unemployment Compensation Board of Review, appellate agency for the state's jobless pay system, has upheld an earlier referee decision, in a dozen claims, that strikers against the Wilkes-Barre (Pa.) *Times Leader* are not eligible for UC benefits.

The strike by four unions against the *Times/Leader* has disrupted the newspaper community since October 6, 1978, and the strikers are publishing the *Citizen's Voice* as an alternative to the Capital Cities Publishing Company's daily.

In throwing out the appeals of union members, the state board said the referee, Charles L. Stonage, had ruled properly in refusing benefits and affirmed the decisions, denying unemployment compensation.

The unions involved are the Newspaper Guild of Wilkes-Barre, Local 120; International Printing Pressmen and Assistants Union, Local 137; International Printing and Graphics Communications Union, Local 139, and International Typographical Union, Local 187.

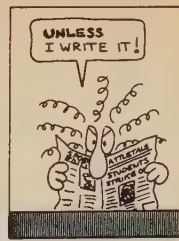
Referee Stonage's decision in the claims included a finding that, in effect, the strikers were still employees of the newspaper on a work stoppage. He said he could find no evidence that they had resigned "or that they were replaced on a permanent basis by the employer."

The referee held that "the members of the four unions who initiated, and continue to maintain, the work stoppage are, for purposes of the Unemployment Compensation Law, still employees of the Wilkes-Barre Publishing Company since the record will not support a holding that they have been discharged by the employer."

"The cause of their unemployment, even as of the date of the referee's hearing, was not a replacement of the strikers by other employees, but was the union members continued participation in the work stoppage."

"As the findings demonstrate, each

## Limited Editions



and every employee that has asked to return to work has been accepted by the employer and has been allowed to return to his or her regular job. As the findings further show, the employer was still operating as of March 23, 1979 without adequate personnel and in, what the employer regarded as, a continuing emergency situation.

"Considering all these factors, the referee cannot and will not hold that any of the striking union employees were replaced on a permanent basis by the employer as of the date of the referee's hearing."

In finding the labor dispute a work stoppage, as opposed to a lockout, and because "there has been no involuntary separation of the employment status by the employer," the referee ruled that the strikers "are ineligible for benefits."

## Strike paper makes changes

The Wilkes-Barre (Pa.) *Citizen's Voice*, the strike newspaper being published by the Wilkes-Barre Council of Newspaper Unions, has doubled its news hole and revamped its editorial page design.

A new Living Section has also been introduced and comic pages are doubled.

Key pages were changed from the six column format to a five-column format, while other pages are made up four-column.

## Net income sets record for group

The Chicago-based Tribune Company has announced record net income and revenues in both the third quarter and the first nine months of 1979.

Third quarter net income was \$16 million, an increase of 78% over income of \$9 million a year earlier. Consolidated revenues of \$272 million in the quarter were up 26%.

Net income in the first three quarters was \$43 million in 1979 and \$37 million in 1978, and 18% increase. Revenues in the nine months rose 15% to \$805 million this year.

Net income in the first three quarters of 1979 reflected a previously announced \$10 million payment in settlement of lit-

## Past Week's Range of Stock Prices

| NEWSPAPERS                                  | One Year |        |        |
|---|----------|--------|--------|
|   | 11/7     | 10/31  | Age    |
| Affiliated Publications (AMEX)              | 24       | 23 1/2 | 16 1/2 |
| Blue Chips Stamps (OTC)                     | 21 1/4   | 21 1/4 | 19 1/2 |
| Capital Cities Comm (NYSE)                  | 42 1/4   | 42 1/4 | 41     |
| Cowles Comm (NYSE)                          | 21 1/4   | 21 1/4 | 18 1/2 |
| Dow Jones (NYSE)                            | 37 1/2   | 39     | 31 1/2 |
| Early Calif Industries (OTC)                | 7 1/4    | 7 1/4  | N/A    |
| Gannett (NYSE)                              | 45 1/2   | 47     | 43 1/2 |
| Gray Comm (OTC)                             | 28 1/2   | 28 1/2 | 21 1/2 |
| Harte-Hanks (NYSE)                          | 22 1/4   | 22 1/4 | 21 1/2 |
| Jefferson Pilot (NYSE)                      | 31 1/4   | 30 1/2 | 29 1/2 |
| Knight-Ridder (NYSE)                        | 23 1/4   | 23     | 23 1/2 |
| Lee Enterprise (NYSE)                       | 20 1/4   | 20 1/4 | 19 1/2 |
| Media General (AMEX)                        | 23 1/4   | 24     | 18 1/2 |
| Media Investment (OTC)                      | 54       | 54     | 57 1/2 |
| Multimedia (OTC)                            | 22 1/4   | 22 1/4 | 23 1/2 |
| New York Times (AMEX)                       | 22 1/4   | 22 1/4 | 23 1/2 |
| Panix (OTC)                                 | 6 1/2    | 6 1/2  | 8      |
| (b) Post Corp. (Wis) (AMEX)                 | 15 1/2   | 16 1/2 | 29 1/2 |
| Quebecor (AMEX)                             | 7        | 7      | 9 1/2  |
| Stauffer Communications                     | 27 1/2   | 27 1/2 | 23 1/2 |
| Thomson Newspapers (CE)                     | 14 1/2   | 14     | 14 1/2 |
| Time Inc (NYSE)                             | 42 1/2   | 42 1/2 | 41 1/2 |
| Times Mirror (NYSE)                         | 32 1/2   | 32 1/2 | 29 1/2 |
| Toronto Sun (CE)                            | 13 1/2   | 13 1/2 | 13 1/2 |
| Torstar (CE)                                | 18 1/2   | 18 1/2 | 17 1/2 |
| (c) Washington Post (AMEX)                  | 21       | 21 1/2 | 39 1/2 |
| (a) Stock split 3 for 2, effective 10/31/78 |          |        |        |
| (b) Stock split 2 for 1, effective 11/30/78 |          |        |        |
| (c) Stock split 2 for 1, effective 12/27/78 |          |        |        |

## SUPPLIERS

|                              |        |        |        |
|------------------------------|--------|--------|--------|
| Abitibi (CE)                 | 18 1/2 | 17 1/2 | 16     |
| AM Intl. (NYSE)              | 15 1/4 | 15 1/4 | N/A    |
| Altair (OTC)                 | 4 1/2  | 3 1/2  | 3 1/2  |
| Boise Cascade (NYSE)         | 32 1/2 | 32 1/2 | 24 1/2 |
| Compugraphic (NYSE)          | 34 1/2 | 33 1/2 | N/A    |
| Conrad Bath (Mon)            | 13 1/2 | 13 1/2 | 33 1/2 |
| Crown Zellerbach (NYSE)      | 36 1/2 | 37 1/2 | 31 1/2 |
| Digital Equipment (NYSE)     | 58 1/2 | 62 1/2 | 46 1/2 |
| Domtar (AMEX)                | 20     | 19 1/2 | 18 1/2 |
| Dow Chemical (NYSE)          | 29     | 30 1/2 | 25 1/2 |
| Eastman Kodak (NYSE)         | 49 1/2 | 50 1/2 | 58 1/2 |
| Eltra (NYSE)                 | 49 1/2 | 49 1/2 | 27 1/2 |
| Georgia Pacific (NYSE)       | 24     | 26 1/2 | 25 1/2 |
| Grace, W.R. (NYSE)           | 35     | 35 1/2 | 29 1/2 |
| Great Lake Forest (CE)       | 46     | 44 1/2 | N/A    |
| Great No. Nekosee (NYSE)     | 33     | 33 1/2 | 30 1/2 |
| Harris Corp. (NYSE)          | 29     | 32     | 31 1/2 |
| Hunt Chem. (NYSE)            | 11 1/2 | 11 1/2 | 11 1/2 |
| International Paper (NYSE)   | 37     | 39     | 41 1/2 |
| Itek Corp (NYSE)             | 23 1/2 | 24 1/2 | 17 1/2 |
| Kimberly Clark (NYSE)        | 40 1/2 | 42     | 44 1/2 |
| LogElectronics (OTC)         | 12     | 12     | 11 1/2 |
| Logicon (AMEX)               | 12 1/2 | 13     | 10 1/2 |
| MacMillan Bloedel (CE)       | 23     | 23 1/2 | 22     |
| Minnesota Min. & Mfg. (NYSE) | 49 1/2 | 49 1/2 | 58 1/2 |
| Raychem (NYSE)               | 54 1/2 | 55     | 53 1/2 |
| Rockwell Intl. (NYSE)        | 42 1/2 | 39 1/2 | 31 1/2 |
| St. Regis (NYSE)             | 27 1/2 | 28 1/2 | 29 1/2 |
| Southwest Forest Ind. (NYSE) | 15 1/2 | 15 1/2 | 11 1/2 |
| Sun Chemical (NYSE)          | 31 1/2 | 31 1/2 | 24 1/2 |
| Visual Graphics Corp. (AMEX) | 4 1/4  | 4 1/2  | N/A    |
| Volt Info. (OTC)             | 23 1/2 | 23 1/2 | N/A    |

gation over the license renewal of television station WPIX in New York, a Tribune Company subsidiary. Results in 1978 were adversely affected by a strike against the *New York Daily News*, also a subsidiary, and by unrealized foreign currency translation losses. The currency translation adjustment for 1979 was not significant, Stanton R. Cook, president and chief executive officer, said.

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# HOW POWERFUL IS THE PRESS?

What role does the press play in the formation of public policy? Does the press make the news or merely report it?

Eric Sevareid, Ben Wattenberg, George Will, and Tom Wicker discussed these and other provocative questions in a recently televised "Public Policy Forum," part of a continuing series of discussions on public policy issues produced by the American Enterprise Institute for Public Policy Research.

The transcript of that broadcast, entitled "The Press and Public Policy" is now available for \$3.00.

It is only one of scores of publications of interest published by AEI, which one newspaper columnist has called "the liveliest think tank in Washington", and which Business Week has described as "an increasingly influential center for serious academic study."

Among AEI publications are three magazines: **Public Opinion**, a bimonthly that explores public opinion and analyzes its underlying meaning; **Regulation**, a magazine devoted to helping its readers learn more about government regulations, the regulators, and the regulatory process and the impact of regulation on society; and **Defense and Foreign Policy Review**, analysis of defense and foreign policy issues.

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# First Amendment victories won by Southern editors

Over a period of 45 years the publishers of Southern newspapers have been successful in a series of cases that fortified the freedom of the press.

Now it is the Richmond Newspapers' turn to seek a judgment in the Supreme Court of the United States that would guarantee access to public trials.

At its current term the highest court will consider arguments that a Virginia statute giving trial judges "unfettered discretion" to close an entire criminal trial to the press and public violates the First Amendment.

The first important victory for the press that was scored by a Southern newspaper publisher occurred in 1936 when the top court ruled that Louisiana's license tax on certain newspapers was unconstitutional.

Alice Lee Grosjean, state superintendent of public accounts, sought to collect a tax on 13 newspapers which had more than 20,000 circulation per week. The law required the publishers to file a sworn statement every three months of their gross receipts or be subject to a \$500 fine or imprisonment.

Deciding the case in favor of American Press Co., Justice Sutherland commented that the tax "is in itself suspicious." The court found the plain purpose was to penalize the publishers and curtail the circulation of their papers.

It was a "landmark decision" and the courts have relied on it many times since.

All newspapers in the 50 states benefited when the *Charleston (W. Va.) Mail and Gazette* challenged the constitutionality of a West Virginia statute making it a crime to publish the names of juveniles in trouble with the law. Reporters obtained the name of a 14-year-old boy who was charged with shooting a classmate and purposely violated the law requiring a judge's approval before publication.

The Supreme Court, with an unanimous opinion written by Chief Justice Burger, adhered to previous rulings that a state may not punish a newspaper for publishing truthful information obtained lawfully if it is a matter of public importance. Only newspapers were proscribed in the statute which was intended to protect the privacy of juveniles.

Various attempts by city and state authorities to limit the distribution of information have been defeated by the court's edict that "without circulation, the publication would be of little value."

Another basic First Amendment principle was enunciated by the Supreme Court in 1946 when it cleared a Southern editor—John D. Pennekamp of the *Miami Herald*—of a contempt citation.

He had been accused of writing editorials that "impugned the integrity of a court" and also of publishing a cartoon that caricatured the judge being swayed by a powerful criminal figure.

Pennekamp wrote that the judge had dismissed some cases "so fast that the people didn't get in a peep." The fines—\$250 against Pennekamp and \$1,000 against the *Herald*—were quashed after the Supreme Court held neither the editorials nor the cartoon created a clear and present danger to the fair administration of justice. There was not enough, the court said, to close the door of permissible public comment—"when that door is closed, it closes all doors behind it."

"Criticism must not feel cramped," Justice Frankfurter said in his opinion.

A year later, three journalists from Nueces County, Texas—Conway C. Craig, Bob McCracken and Tom Mulvany—were sentenced to jail terms for constructive criminal attempt because their paper had criticized a lay judge for committing "a travesty on justice" when he ordered a jury to return a verdict in a private lawsuit.

Not even a hack lawyer would have followed such high-handed procedure, the editorial declared.

The Supreme Court opinion, written by Justice Murphy, asserted: "Any summary suppression of unjust criticism carries with it an ominous threat of summary suppression of all criticism."

It was a Southern editor also—James E. Mills of the *Birmingham Post-Herald*—whose "crime" under a state law put an end to restraints against the publication of Election Day editorials on public issues. On November 6, 1962 the *Post-Herald* urged the voters to approve a proposition for a mayor-council form of government. The Alabama Corrupt Practices Act said it was a crime to electioneer on Election Day.

The Supreme Court, in an opinion by Justice Black, scoffed at the defense that the law provided only a minor limitation on the press and was for "a good purpose." Black noted that last-minute charges in an election campaign would go unanswered. Editorial comment on Election Day was non-existent due to the threat of penalty against an editor.

The "chilling effect" of prosecution was anything but hypothetical, chimed in Justices Douglas and Brennan. And Mills didn't have to stand trial.

Nor did the *Miami Herald* forfeit its editorial judgment or space to a candidate for the Florida Legislature in 1972 who invoked a 40-year-old "right of reply" statute. With a legal battery consist-

ing of Dan Paul, James W. Beasley Jr. and Richard M. Schmidt Jr., the *Herald* challenged the constitutionality of the law and won an unqualified victory for the press.

*Herald* editorials had demeaned the qualifications of Pat Tornillo to serve in the State government. They tagged him as the "boss" of the teachers' union and dubbed him "Czar T" as the leader of a classroom strike. He demanded free and equal space to publish verbatim replies to the criticism.

Chief Justice Burger wrote the majority opinion: "The Florida statute fails to clear the barriers of the First Amendment because of its intrusion into the function of editors."

In short, the nation's highest court instructed the lawmakers to stay out of the editor's chair. "A newspaper," Burger wrote, "is more than a passive receptacle or conduit for news, comment, and advertising. The choice of material to go into a newspaper, and the decisions made as to limitations on the size and content of the paper, and treatment of public issues and public officials—whether fair or unfair—constitute the exercise of editorial control and judgment. It has yet to be demonstrated how government regulation of this crucial process can be exercised consistent with the First Amendment."

Richmond Newspapers Co., publisher of the *Times Dispatch* and *News Leader*, is appealing from a Virginia Supreme Court's affirmation of a judge's order closing a murder trial to reporters. The case, docketed as No. 79.243, will give the Supreme Court of the United States an opportunity to clarify the Gannett-DePasquale decision that some judges have interpreted to allow closure of not only pre-trial proceedings but the full trial under certain circumstances.

The court avoided the First Amendment issue in deciding that case but now it is a salient point. The briefs pose the question, Can a judge close a criminal trial without a showing that public (press) observation of the proceedings would substantially impair a fair trial?

## Dailies hike prices

The *San Diego* (Calif.) *Union* increased its newsstand price from 15 to 25 cents daily and from 50 to 75 cents Sunday, effective October 5, due to additional costs of labor, newsprint, gasoline and operation of circulation vehicles. Price of home delivery service, at \$5 monthly, remains unchanged.

An increase in single copy prices and home delivery rates for the *Roanoke* (Va.) *Times* & *World-News* has been coupled with a discount for subscribers 62 years of age and older.

The new single copy price of the weekday paper is 25 cents, up 5 cents; the Sunday paper remains at 50 cents.

EDITOR & PUBLISHER for November 10, 1979

# SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY THURSDAY FRIDAY SATURDAY

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# 100-year-old daily sponsors year-long community program

The *New Brunswick* (N.J.) *Home News*, flagship publication of the Home News Publishing Company and one of the oldest family-owned daily newspapers in the nation, is celebrating its 100th anniversary with a year-long campaign of intensified community service.

Using the theme "100 Years of Service," the newspaper is conducting a number of community-oriented programs, including one that provided a total of \$5,000 in "seed money" grants to Central New Jersey individuals and non-profit organizations with innovative ideas for community betterment.

Another program recognizes "unsung" volunteers for efforts to make their communities "nicer places to live," while a third program involved a communications seminar to help non-profit groups tell their stories more effectively.

In addition, a special centennial edition of the paper was published in June and centennial banquet will be held November 11 for the firm's 280 employees.

The \$5,000 community betterment program was promoted with in-paper and



**COMMUNITY-MINDED**—Publisher of the *Home News*, William M. Boyd (right), and marketing vicepresident, Walter P. Nelson, review an advertisement for the paper's 100th anniversary community service program providing \$5,000 in "seed money" to New Brunswick, New Jersey, area individuals and organizations with innovative ideas for community betterment projects.

radio advertising and a direct mail campaign. A panel of citizens, representing various segments of Central New Jersey communities, reviewed a total of 200 applications and made 16 grants of up to \$400 each over an eight-month period to help fund the worthiest projects.

Grant winners included a teenage Boy Scout who wanted \$400 to build a self-guiding nature trail at a local park, and a group of senior citizens that asked for \$400 to purchase materials to make 2,400 layettes for newborns in poor families.

The "unsung" volunteer program recognizes two outstanding volunteers each month. The Voluntary Action Center of Middlesex County, co-sponsor of the project, reviews the nominations and selects winners. Winners are honored in feature stories published in the newspaper and an awards dinner is also scheduled for early spring. More than 100 nominations have been received so far.

The half-day communications seminar for non-profit groups attracted 200 participants and included two keynote speeches and three workshops by public relations professionals.

Walter Nelson, marketing vicepresident of the 58,500 daily and 71,800 Sunday circulation papers, is heading the centennial committee, assisted by John Donnelly, promotion director.

William M. Boyd is publisher of the papers. His recently deceased father,

Hugh N. Boyd, was publisher from 1955-1976. The paper was established in 1879 by Hugh Boyd, great grandfather of the current publisher. The *Sunday Home News* traces its heritage back to 1786.

Other properties of the Home News Publishing Company include WKPT am-fm-tv, Kingsport, Tenn.; WINE-am and WRKI-fm Brookfield, Conn.; WEVU-tv, Fort Myers-Naples, Fla.; WSWG-am, Torrington, Conn.; and Housatonic Valley Publishing Company, New Milford, Conn.

## N.Y. area women win Front Page award

Twelve New York area newswomen have been named winners of the 1979 Front Page Awards for distinguished journalism to be presented by the Newswomen's Club of New York at the club's annual Front Page Dinner Dance on November 16, at the Biltmore Hotel. The winners are:

Newspapers: Peggy Brown of *Newsday* in the Deadline News Feature Category for her story "Privacy An Issue At House Of Death"; Joyce Wadler of the *New York Daily News* in the Non-Deadline Feature Category for "Eighth Avenue Rag"; Paula Bernstein of the *Daily News* for a series on equality for the handicapped; Carol Agus of *Newsday* in the Family Living Category for an article on what it was like to go from pleasingly plump to pleasantly slim on 1000 calories a day.

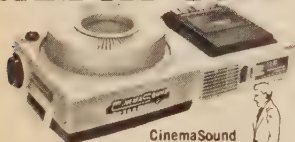
The Jacqueline Z. Radin Award for women who have worked on newspapers three years or less will go to Gioia DiLiberto of the *Bergen (N.J.) Record*, for a story on how the introduction of gambling to New Jersey spurs prostitution.

Magazines: Marguerite Johnson of *Time* for her Cover story entitled "The Shah's Divided Land", winner in the Magazine News Story Category; Frances FitzGerald of the *New Yorker* in the magazine feature category for "Onward and Upward with the Arts"; Joyce Purnick of *New York* magazine in the magazine Column Category for "The City Politic: Free Press and Cheap Inuendo".

Photography: Mary DiBiase of the *Daily News* for her photograph of Carmine Galante entitled: Retirement, Mob Style.

Broadcasting: Charlayne Hunter-Gault, of WNET/Thirteen in the TV Documentary Category for her report on her return to the University of Georgia where, 25 years ago, she had been the first black student; Sylvia Chase of ABC-tv in the tv news Feature Category for her report on the high cost of health care; Mona Rivera of WNEW in the Radio News Feature Category for her investigative report on the water tunnels in New York.

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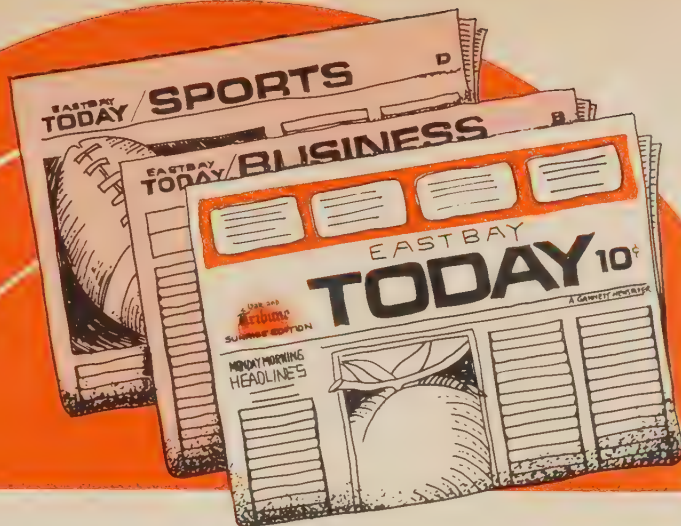
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# Press blame business for poor coverage

Even though the country's top corporations feel that radio, television and newspapers do a poor job or reporting business news, the media lay much of the blame right back on business, according to a national survey just concluded at the University of Oklahoma.

Public relations executives of the country's top 20 Fortune 500 companies and 200 news media officials were surveyed in the study directed by OU journalism professor Bill Baxter.

Thirteen (65%) of the 20 PR executives responding rated the performance of radio and television "poor" in reporting business news to the general public. Five of the respondents rated radio-television "fair" and only two said the electronic media do a "good" job.

Newspapers fared somewhat better with half of the PR executives rating the nation's press "good" in business coverage, and one saying "excellent." However, eight respondents gave newspapers only a "fair" rating and one said papers are doing a "poor" job.

The PR chiefs felt that the media could improve their business coverage by hiring reporters better trained in business

and economics, or by training on-staff writers to become specialists in business reporting-writing.

Said on PR director, "The vast majority of people covering business do not have a proper economic, business or management background. They just don't have the necessary academic or practical experience in business."

A majority of the 200 newspaper editors and broadcast executives surveyed agreed that a shortage of business reporters is a big part of the coverage problem. But most of the media felt that business itself is the toughest roadblock because of its close-mouthed information policies and the unavailability of its top brass to talk with the press.

"The fact is that I have a terrible time when we have to do a business story," an economics editor of a major television network reported. "It's very, very hard to get business people to go on camera for interviews. They come up with every alibi in the book, and they frequently will not permit us to film on their property or in their plants."

Both the media and business agreed they would like to do better by one another, according to the Oklahoma study.

In this connection, the study urged periodic meetings between reporters and business people to discuss mutual problems and to analyze each others' attitudes, functions, values and perspec-

tives; improvement of business news bureau operations including more availability of top management to the media; and joint business-news media sponsorship of scholarships, internships and prizes for college journalism students interested in a business reporting career.

## Georgia publisher president of NNA

William C. Rogers, editor-publisher of the *Swainsboro* (Ga.) *Forest Blade*, was elected president of the National Newspaper Association.

Rogers, a past president of the Georgia Press Association and the NNA subsidiary, American Newspaper Representatives, served as an NNA director 1974-1978.

In the 20 years Rogers has been publishing the *Blade*, the newspaper has received 124 state and national newspaper honors, including first place in general excellence among the nation's weekly newspapers.

A psychology graduate of Emory University, Rogers received an M.A. degree in journalism from the University of Georgia's Henry W. Grady School of Journalism.

Robert E. Bailey, editor-publisher of the *Buhl* (Ida.) *Herald*, was elected NNA vicepresident. Bailey has been an NNA director since 1974 and treasurer since 1977. He has served as president of the Idaho Newspaper Association and is the recipient of its Master Editor-Publisher Award.

The new treasurer is John F. McMaster, publisher of the *Ayer* (Mass.) *Public Spirit*. McMaster has been president of the American Newspaper Representatives for the past two years.

Continuing as secretary of NNA is William G. Mullen, the executive vice-president and senior counsel of NNA.

Walter W. Grunfeld, publisher of the *Marathon* (N.Y.) *Independent*, was named president of the National Newspaper Foundation, the educational arm of the National Newspaper Association.

Grunfeld, who just received NNA's Amos Award for distinguished service and contributions to community newspapers in the United States, has served as president of NNA.

He will replace Peter A. Dragon, publisher of the *Albion* (N.Y.) *Advertiser*, who assumes a new NNA post, chairman of the board.

Gene Chamberlain, publisher of the *Mobridge* (S. Dak.) *Tribune*, will continue as NNA vicepresident.

Jean Fournier Morgan, of the *Swainsboro* (Ga.) *Forest Blade*, was chosen to succeed Garrett W. Ray as secretary.

John F. McMaster, publisher of the *Ayer* (Mass.) *Public Spirit*, will replace Robert E. Bailey as treasurer.

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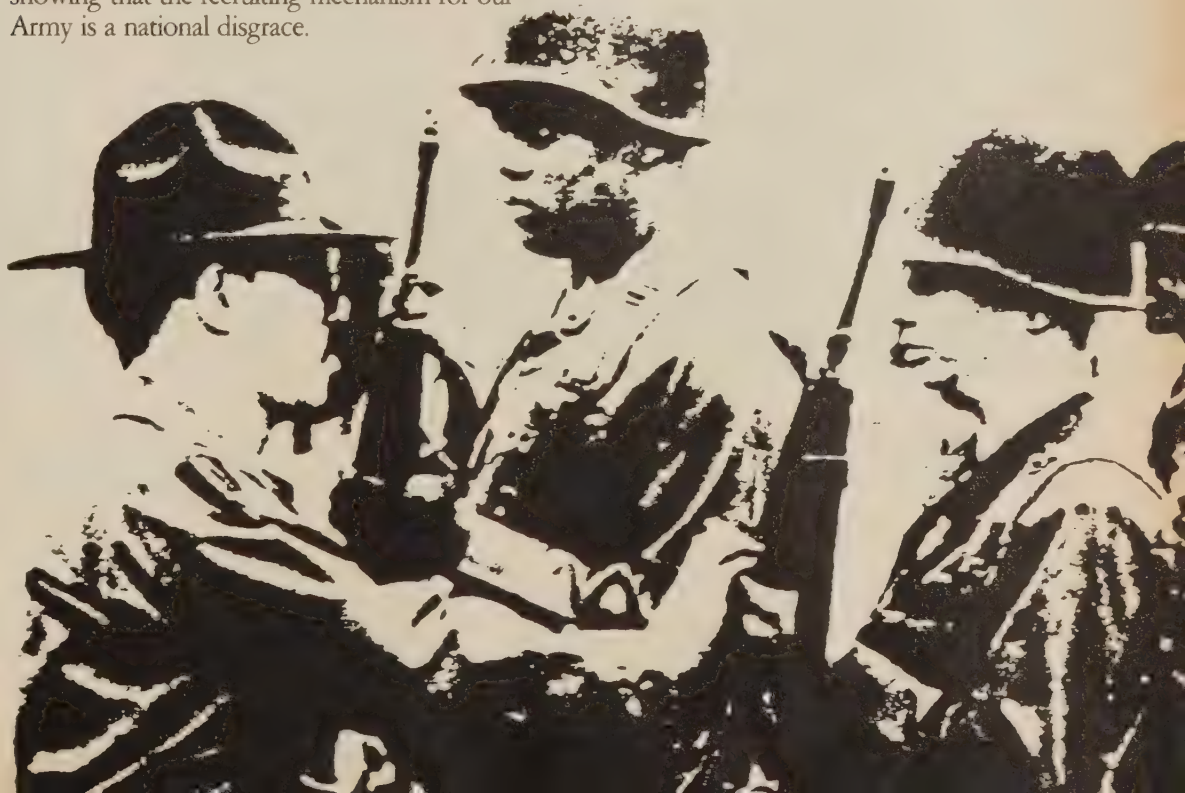
Those reports are credited by Washington insiders with helping to force action in the Pentagon and in Congress to clean up the mess.

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# Washington Post buys 8 laser plate units

*Washington Post* has ordered a network of eight Laserite automatic laser platemaking units from EOCOM Corporation, a subsidiary of American Hoechst Corporation.

One of the largest newspapers in the United States, the Post has a circulation of more than 598,000 weekdays and more than 822,000 Sundays. The paper is currently building a satellite printing plant at Springfield, Virginia, 11 miles from the main printing plant in downtown Washington, D.C.

Laserite units at the satellite plant will be connected to units at the main District of Columbia plant by computerized facsimile communication network.

This system will enable the Post to prepare offset printing plates simultaneously at both plants. Post subscribers in the Virginia suburbs of the Nation's Capitol thus will get quicker delivery since delivery trucks will avoid heavy traffic.

With the system, the paper will also be able to prepare printing plates more quickly than usual, enabling it to make rapid changes to keep up with fast breaking national and international news.

The systems will form the heart of the Post's new platemaking process as part of the expansion program to convert from letterpress to offset printing using presses from two different manufacturers, Goss and TKS.

Included in the portion of the system to be installed at the new satellite plant will be two 100FLUV Plate Recorder Facsimile Systems, which will be used in master/slave configuration, and two 100FRUV Plate Recorder Facsimile Systems, also to be used for direct plate exposure.

The system at the satellite plant will include Videotape Recorder Storage Systems (VTR) for page images sent via a computerized network control and facsimile communication system from the downtown Washington plant, providing for transmission in either direction. In addition, the systems will be equipped with interface to provide page density information to both the TKS and Goss press control systems for pre-setting inking control functions.

The VTR will enable the Post to record on videotape up to 40 pages per reel at any given time. The maximum search time to locate any item from the opposite end of the videotape is 90 seconds. This VTR System serves many purposes, from recalling images to be placed on new plates for additional runs, to recalling information which has been stripped from the original pasteup. By merely typing in the day, hour, minute and second

the page was imaged, the operator requests from the multiple reel page directory the information required, and it is recalled from the tape recorder immediately and sent to the press room. Within four minutes a new plate can be prepared.

The new system will also give the Post the capability of using four different plate sizes, and four variable shrink settings, each operator switch controlled. These combinations will allow the Post complete flexibility of running offset plates with any of their TKS or Goss presses, with either size of images, run on press or tabloid.

Also included in the installation at the Post's downtown plant, where they continue to use pattern plates for their stereo printing operation, are two 100FT Facsimile Sender Systems, and two 100 FRV Film Recorder Facsimile Systems. These four units will be linked to reproduce a facsimile image.

This equipment, which again has the capability of exposing two different sizes of images for the Post's letterpress, as well as offset printing, with their respective anamorphic shrinks, will include two separate image registrations, and four separate shrink settings, all operator switch controlled. This system will be equipped with automatic film cassettes which hold up to 400 feet of roll film, sufficient to produce 180 newspaper pages per machine without reloading.

In this process the pasteup is read at either of the transmitters, and the scan data is then transmitted to the respective receiver, where the film is exposed. To operate this system, the pasteup is loaded into one of the two Laserite transmitters which scan the data and simultaneously transmit to the receiver. The operator activates the system, whereupon the unexposed film is advanced onto the Laserite "write" platen where it is held by vacuum; registration holes are punched into the film; the film is exposed by laser light in approximately 60 seconds; the film is advanced, cut off and transported into the film processor, and the system is ready for the next exposure cycle.

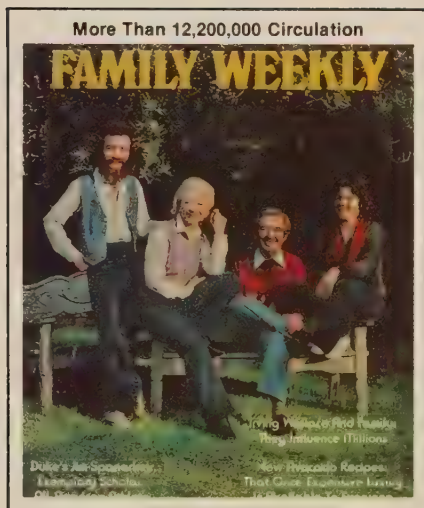
The only remaining operating requirement is removal of the exposed and processed negatives and reloading of the 400 foot film cassettes. This equipment will also be capable of multiple exposures, switch controlled by the operator.

The eight Laserite units will be delivered in two phases, with four to be installed in Washington Post's downtown plant the later part of 1979, and four in the new satellite plant during the first part of 1980.

# FAMILY WEEKLY

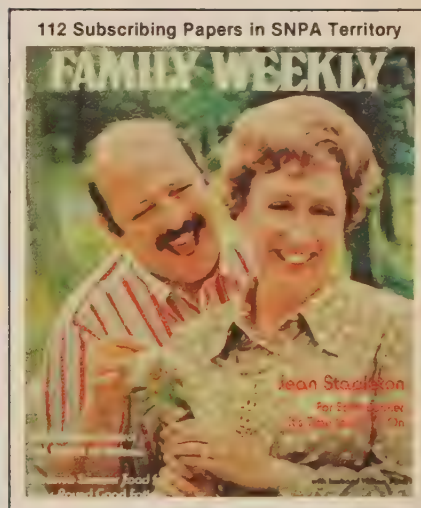
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\* Source: Advertising Checking Bureau

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BILL FLEISCHMAN, who covers the Philadelphia Flyers for *Philadelphia Daily News* was named assistant sports editor, and GENE QUINN, whose duties have included working the slot, writing a weekly tv column on sports, and covering tennis, was promoted to night sports editor.

FRANK SPINELLA was named publisher of Advisor Newspapers, a Panax Newspaper based in Utica, Michigan, which circulates to 81,000 homes weekly.

GEORGE R. BLAKE, managing editor of the *Fort Myers (Fla.) News Press*, has been named executive editor of the newspaper. JOE WORKMAN, formerly assistant managing editor, was appointed associate editor.

EWELL BALLTRIP, associate editor of the *Harlan (Ky.) Daily Enterprise*, has been named editor. He succeeds CLYDE C. LEMARR JR. The new advertising director of the newspaper is ROD HARRIS.

ARTHUR J. FALVEY, previously ad director of *Willimantic (Conn.) Chronicle*, who has been serving as ad manager for the *Journal Transcript*, the *Norwich (Conn.) Bulletin's* weekly paper, was appointed ad manager of the *Bulletin* succeeding RUSSELL LENNON, who has joined the *Corpus Christi (Tex.) Caller-Times*.

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MARTHA MAHAN has retired after 33 years with the *Fulton (Ky.) Leader*. She served as news editor for the past 21 years. RITA MITCHELL promotion manager, succeeded Mahan as news editor.

STERLING PIERCE is the new advertising manager of the *Beaufort (S.C.) Gazette*. He succeeds DICK HENDERSON, who was named retail ad manager for the *Raleigh (N.C.) News & Observer and Times*.

SAUL DANIELS, 30, formerly news editor of the *Orlando (Fla.) Sentinel Star*, has joined the Los Angeles Herald Examiner as news editor.

CLIFF BUESCHER, 56, previously ad director for the *Queen City Suburban Press*, Cincinnati, was promoted to publisher. DAN L. HOPWOOD, 33, managing editor, was named executive editor. CINDY M. NOVAK, 24, metro editor, was named managing editor, and GREG BENKNER, 26, was promoted to ad sales manager.

RICHARD D. MCKEAN, until recently ad manager of Suburban Publishing Corp., Union, N.J., was named advertising director of *Shrewsbury (N.J.) Register*. DuWAYNE V. MAYER, assistant retail manager, was promoted to retail ad manager. Both executives will work under the direction of WILLIAM K. BLOCK JR., sales manager.

ERIC MCLEAN, the *Montreal Star's* music critic for 30 years, joined the *Montreal Gazette's* entertainment staff on November 5. He will continue to cover major musical events, review records and do interviews for the Saturday newspaper and magazine profiles.

*Toronto Star* managing editor Hartley Stewart has announced appointment of JOHN G. MILLER, Sunday editor, as deputy managing editor with special responsibilities for the *Star's* two weekend papers. Former senior editor GEOFFREY CHAPMAN replaces Miller as Sunday editor. SHEENA PATERSON is editor of The Saturday *Star*.

# Newspeople



Murray B. Light

## Light named editor of Buffalo News

Murray B. Light has been named editor and vicepresident of the *Buffalo Evening News*. Light, 53, has been a member of the News staff since 1949 and served as managing editor for news since 1969.

Appointed managing editor is Foster L. Spencer, 46, a News staffer since 1966 and assistant managing editor since 1973. Edward L. Cuddihy, city editor since 1977, has been named assistant managing editor, retaining his city editor role.

DIANE REISCHEL has joined the staff of the *Fort Worth Star-Telegram* as a writer in the Living-Lifestyle section. She came from the *Madison (Wisc.) Press Connection* where she was a reporter and feature writer.

JIM LAISE is a new sports writer at the *Fort Worth Star-Telegram*, coming from the sports staff of the *Charleston (S.C.) News and Courier*.

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# in the news

RICHARD BILOTTI, 36, formerly editor of the *Cleveland Plain Dealer* Sunday magazine, was named as editor of the *Gloucester County Times* in Woodbury, New Jersey. Other editorial changes at the Times include the promotion of DAVID C. FIEDLER, 29, to managing editor and SUSAN FORGIONE, 28, to Sunday/Feature editor.

EDWARD L. BENNETT, formerly circulation manager, was named circulation director of the *Baltimore Sun*. He replaces HERBERT B. REYNOLDS who retired after 41 years of service with The Sunpapers. DONALD H. PATTERSON, Jr., formerly Evening and Sun home delivery manager, has been named to replace Bennett as circulation manager.

BRENDA L. SANCHEZ was named personnel director of the *New York Times*, succeeding GUY GARRETT, who will devote fulltime to his company-wide responsibilities as vicepresident, personnel.

JIM CARRIER, 35, AP news editor for Minnesota and the Dakotas, has joined the *Rapid City (N.D.) Journal* as news editor.

ANNE PERRY was appointed AP news editor, Sacramento, Calif., replacing SUSAN SWARD, resigned. BILL BEECHAM, previously an editor and reporter for the AP Salt Lake City bureau, was named correspondent in Spokane, Wash., heading a 5-person bureau.

EDWARD B. NEWSOME, formerly vice-president and general manager of KSD tv and KCFM radio, St. Louis, was named advertising sales manager of the *St. Louis Post-Dispatch* and *Globe-Democrat*.

SAM SMITH, formerly a reporter and managing editor of States News Service in Washington, D.C., has joined the *Chicago Tribune*.

CLEO KERN, auto editor, Indianapolis Star, retired after 55 years in the newspaper field. His Sunday column, "Behind the Wheel" appeared in the Star since 1936, the year he became auto editor.

WILLIAM GRAY, sales representative in the financial sales group of display advertising, was named national advertising coordinator for the *Minneapolis Star* and *Minneapolis Tribune*.

PETER DELANO was promoted to magazine advertising manager for the *Los Angeles Times*, succeeding GLEN PETERS, recently announced as successor to PHIL MAGWOOD. Times retail ad manager, who plans to retire in 1980.

ROBERT GUERRINI was appointed marketing services manager of the *Detroit News*. He replaces KAREN OPPENHEIM, who has been named publisher of the *Indio (Calif.) Daily News*.

DON AUSTIN of the *Long Beach (Calif.) Independent, Press-Telegram*, was promoted to the position of Production Manager.

Ernest J. DeFilippi has been named executive sports editor of the *Pittsburgh Press*. He succeeds Donald I. Dillman, who is moving to Denver to join the *Rocky Mountain News*.

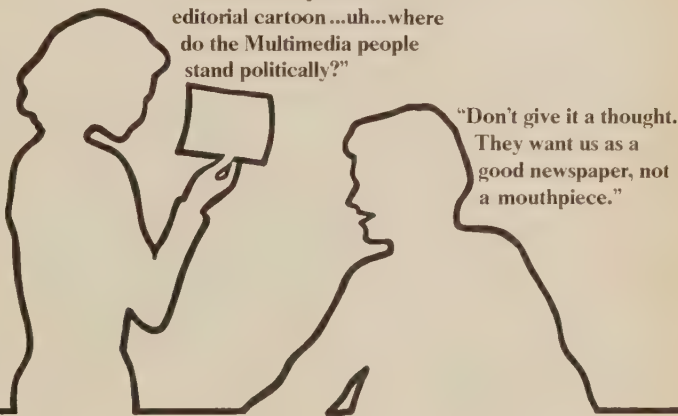
ALLEN LENHOFF will join the *Detroit Free Press* business news department as an automotive writer on December 3.

CARL ARRENIUS was promoted to retail ad manager and DAVE AUER was named assistant retail ad manager of the *Peoria (Ill.) Journal Star*.

BILL ATWOOD, formerly circulation director of the *San Angelo (Tex.) Standard-Times*, and a *Corpus Christi (Tex.) Caller-Times* circulation department worker—appointed circulation director of the *Midland (Tex.) Reporter-Telegram*.

BILL MERONEY, general manager of the *Austin (Tex.) American-Statesman*—named associate publisher of the *Port Arthur (Tex.) News* to succeed JACK SCOTT who is retiring after 27 years with the paper; CLAYTON FRINK will succeed Meroney and HAROLD CLINE is assuming business manager duties.

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# NJ reporter indicted in fraud he exposed

By Bill Gloede

A New Jersey freelance reporter who posed as a clerk in the state unemployment office to expose alleged corruption there has been indicted on charges that he defrauded the program.

A state grand jury handed up a 36 count sealed indictment (November 1) charging Joseph F. Avenick, who wrote a nine-part series on corruption and collusion with organized crime in the state unemployment office for the *Atlantic City Press*, with conspiring to defraud the state by filing fraudulent papers with a state agency. The jury alleges that Avenick, 35, and Ernest Marzano, whom Avenick claims is an organized crime family "soldier," used fictitious names in filing insurance claims, affidavits, pay orders and checks. The state attorney generals' office has alleged that the pair bilked the state program of up to \$150,000.

Avenick, who now works for a CBS-affiliated book publishing firm in Philadelphia, took a job as an unemployment office clerk in Camden in 1972. The next year, he wrote a story for *Philadelphia Magazine* alleging fraud in the New Jersey unemployment compensation system.

A response to that story from a state official who feared his activities in the scam would be revealed led Avenick to work with that source in return for a promise that the source would never be disclosed.

Working with that source, Avenick

claims he was able to detail a scheme involving state officials ranging in rank from clerks to members of the state legislature who colluded with organized crime figures in defrauding the state of up to \$9 million in unemployment benefits annually. The reporter was allegedly "rewarded" by underworld figures with a "soldier" title when he quit the state job in 1975.

Since the Atlantic City Press stories ran last February, Avenick says some 40 state officials have been indicted. He feels his indictment resulted from pressure exerted by highly-placed state officials who, to protect themselves, want to know who his sources are.

"I believe the indictment is just a ploy to circumvent the shield law—sort of a flank attack," Avenick said, "and by indicting me not only do they discredit whatever I can say but they make it impossible for me to defend myself in court."

The scheme is still going on, according to Avenick, and he says he's cooperated with authorities by supplying information. The grand jury, before indicting him, subpoenaed a 35 mm film he took of a "soldier" pick-up and several tapes of conversations. He turned the materials over. He was then subpoenaed to testify, and he complied. The prosecutor told him it was normal practice to invoke the fifth amendment during testimony, which he did, but when questions began probing for sources, he invoked the

shield law. His lawyer feels he was indicted in order to prevent the invoking of the shield law, which does not apply to journalists who have been directly involved in crimes.

Avenick concedes that he did defraud the state, but not of \$150,000. He said he received only \$2,390 in bogus claims, and the money was promptly put in a trust account. All the cash has been returned to the state, he said. And he believes his participation in the scheme was necessary to obtain information for his story.

Robert Ebener, managing editor for the Press, was quoted in area newspapers as saying, "We believe that he was working as a credible investigative reporter and that he ingratiated himself with the people who were conducting the fraud to write his articles."

David Shaw, in a *Los Angeles Times* story concerning deception as a reporting tool, asks the following rhetorical questions. "Are these journalists (he was referring to three who had used deception in news gathering) compromising their professional integrity—, and, ultimately and cumulatively, their profession's credibility? Do the special rights granted to the press under the First Amendment also impose upon the press special responsibilities that preclude deception and misrepresentation?"

"Or," asks Shaw, "is the public benefit to be derived from the disclosure of certain conditions sometimes so great—and the obstacles to such disclosure sometimes so difficult—that reporters are justified in pretending to be what they are not? In short does the worthwhile end sometimes justify the deceptive means?"

Avenick, who agreed to bear sole responsibility in any future legal actions when he submitted the Press stories for publication, is handling all legal expenses himself. The Press has issued a statement backing Avenick in principle, but the paper has not offered to help in his defense.

In fact, the press in general has not been all that helpful. Avenick reports that a reporter for the *Philadelphia Inquirer*, while investigating the charges against Avenick, unwittingly leaked important confidential information given by Avenick to the state chief of corruption control to the prosecutor in the case before the grand jury.

Besides the legal trouble he's in, Avenick said threats have been made against his life by members of the underworld. One man, whom Avenick says is a member of south Jersey organized crime family, told him in person that if he "ratted" on mob insiders he would find himself "wearing cement shoes at the bottom of the Delaware River."

Avenick told E&P that he will not, under any circumstances, reveal his sources.

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Classified International was the first to advocate "Business to Business" sections which is letting newspapers gain up to \$2 million additional revenue. Restructuring of Classified which has brought one newspaper a 114.6% increase in daily contracts — was a Classified International idea.

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Classified International has a very effective correspondence course available which has been used as training material for new employees and a refresher training course for experienced salespeople.

Write or call Ray, Tom, or Kevin Greene for information  
& a free Classified Management Techniques booklet



Classified International Advertising Services, Inc.  
1345 East Tenth Avenue • Hialeah, Florida 33010 • (305) 885-4526



**This won't  
make him  
a better  
journalist.**

He's already a fine journalist. He just doesn't have a job.

The number of professional minority journalists in the newsrooms of daily newspapers can't fill a movie theater.

Minority professionals make a difference in the news. They bring readers a fresh viewpoint and perspective. A perspective that is missing from an industry whose

professional ranks are 96% white. Something has to be done.

#### **Announcing JOB/NET**

Job/Net, the natural resource for minority journalists:

■ Job/Net is a new national clearing-house linking minority job-seekers and daily newspaper editors. Its roster includes journalists at every level of experience and for newspapers of every size.

■ Job/Net provides clips, resumes and references.

■ Job/Net refers minority journalists seeking opportunity in an opening field to those newspapers that are interested in employing minority journalists.

**Looking for a job?  
Looking for a job candidate?**

Write Job/Net, 1521 New Hampshire Ave., NW, Washington, D.C. 20036.

Job/Net is a service of The Institute for Journalism Education, sponsor of The Summer Program for Minority Journalists, Berkeley, California. The Institute, a non-profit organization, exists to assist newspaper diversity in the belief that the First Amendment belongs to all Americans.

# **JOB/NET**



# INTRODUCING A NEW FREEDOM OF THE PRESS.

Text editing display terminals from Teleram offer newspapermen unprecedented freedom in gathering, writing, on-site editing and electronic transmission of important stories: a capability with intriguing possibilities in numerous areas within publishing.

With a Teleram self-contained editing terminal, a reporter can write the story as it happens, completely edit it, and then transmit the finished copy over regular telephone lines to his office. Floppy disk storage memories allow reporters to process items up to 14,000 words in length at one time.

Teleram, the leader in this type of equipment, has units in operation both in the field and in offices worldwide.

If you have a need for communicating text editing terminals that let you create, edit and transmit or receive data from remote sources, give us a call. And give your business a little more freedom.

Teleram Communications Corporation, 2 Corporate Park Drive, White Plains, New York 10604  
(914) 694-9270 Telex 646658

## TELERAM



## Photo credits



Richard Rawlins' photograph of the defendant Todd Swersky listening to opening statements at the trial.

In its October 18th issue, the weekly *Hunterdon County Democrat* published photographs taken during a murder trial the day before. This marked the first time since the Bruno Hauptmann trial in 1935 that photographs had been made in a Flemington, N.J., courtroom.

The pictures were taken as part of a one-year experimental program being conducted by the New Jersey Supreme Court to help in its studies of whether still and television cameras and audio broadcasts of trials should be allowed throughout the state. Guidelines for the experimental program were established by the court in March.

The Flemington experiment was a one-time-only extension of the experiment limited earlier to Atlantic and Bergen counties, whose courtrooms are considered particularly adaptable and "appropriately lighted" for cameras.

Edward J. Mack, editor of *The Democrat*, wrote to Chief Justice Robert Wilentz of the state Supreme Court asking for extension of the photo coverage experiment to Flemington, citing preparations made by his staff. Chief Photographer Richard Rawlins had attended a "cameras-in-the-courtroom" seminar conducted by the Journalism Resources Institute of Rutgers University. Mack had served on the committee planning the seminar.

Justice Wilentz gave his permission, and the court's ground rules were adhered to under the direction of the presiding judge at the trial, Superior Court Judge William D'Annunzio.

The rules specified that still camera equipment must be quiet and unobtrusive, be able to function without the use of special lighting, meet the standards of a 35 millimeter Leica "M" Series Rangefinder camera, the equipment used by Rawlins. No pictures were allowed at pre-trial proceedings, nor of the jury.

Judge D'Annunzio directed that Rawlins be seated in the second row right with no spectators in front of him, for an unobscured view. A pool was set up among five newspapers which expressed interest in photographs of the trial. The pool selected *The Democrat* to coordinate the program. The newspapers were *Bridgewater Courier News*, *New Brunswick Home News*, *Trenton Times*, and *Easton (Pa.) Express*.

Rawlins was to make three prints available, at an agreed-upon charge, to the other papers.

*The Democrat* is a weekly newspaper with a 3 p.m. Wednesday deadline, and the trial of a young man accused of complicity in the murder-for-hire of a young woman at Spruce Run Reservoir in Hunterdon County was in progress that afternoon.

Publisher H. Seely Thomas waived the deadline and held the presses for more than two hours to make sure that the history-making photographs would run in the October 18 edition. Even with this delay, the newspaper was on the stands in Flemington by 6 p.m.

EDITOR & PUBLISHER for November 10, 1979



Public Defender Seymour Weinblatt rises to the defense of Swersky in this Hunterdon County Democrat photo. Judge William D'Annunzio is on the bench.

The accompanying lead story on Page 1, written by Terry Wright, also was able to report a sudden new development in the case, the change of the defendant's appeal from not guilty to non vult. The defendant is expected to testify for the state at the future trial of his alleged accomplices.

Photographer Rawlins was required to remain seated while taking his pictures of the defendant, the prosecutor and his staff, and defense counsel. He was only permitted to leave his seat during recesses and at adjournment.

Two cameras were loaned to the Democrat by E. Leitz Inc. of Rockleigh, N.J., Leica camera distributor for the United States—one with a 50 mm lens and the other with a 135 mm medium telephoto lens.

Rawlins made 30 exposures during the trial and produced more than a dozen usable photographs. He used a f4 lens opening and a shutter speed of 1/30th of a second with Tri-X film, rated at 1600 ASA.

The courtroom was the same where Hauptmann was tried and convicted for the kidnap-murder of the infant son of Charles Lindbergh.

The "carnival" atmosphere surrounding that "trial of the Century" has been blamed over the years for the 1937 American Bar Association canon banning cameras from courtrooms, a ban lifted in recent years in a number of states.

Actually, according to witnesses, the presiding judge at the Hauptmann trial did not allow pictures to be taken in court while the trial was in progress. Two were taken surreptitiously, so quietly, even with the less sophisticated equipment of the day, few people were aware of it.

## Wisconsin court guidelines permanent

The Wisconsin Supreme Court recently issued permanent rules allowing use of cameras and tape recordings in the state's courtrooms.

The approval followed a 15-month trial period with court's approval following reports and recommendations from a committee of media representatives, trial attorneys, prosecutors, the state public defender, and the public.

The court set down 12 guidelines governing use of tape recorders and still and television cameras including one that emphasizes a judge's power to control proceedings in his or her court.

The Wisconsin Freedom of Information Council is directed to designate media coordinators to work with the chief judge in each administrative district and with trial judges in implementing the rules.

Three television and three still photographers each using no more than two cameras will be allowed to cover any court proceeding. The trial judge may authorize additional cameras, or limit them. The rules allow a trial judge to prohibit, for cause, recording or photographing a participant on his own motion, or on request of a participant. Individual jurors shall not be photographed without their consent.

EDITOR & PUBLISHER for November 10, 1979

# WE ASKED SIX TOUGH NEWSPAPERMEN TO DESIGN THE PERFECT EDITOR.

The perfect editor, they told us, would have the patience of a saint, the disposition of an angel, the tractability of a dog, and the voice of a morning dove.

Out of these (and other more concrete) suggestions, we developed the Teleram 2277, one of the most powerful and advanced text editing / communicating display terminals on the market. A reporter's dream.

The 2277 provides virtually unlimited data storage (up to 84,000 characters on each easily-removable floppy diskette). It features a full range of editing capabilities, including overwriting; inserting or deleting characters, words or entire areas of text; word integrity and string search for replacing a character, word, or phrase within the text.

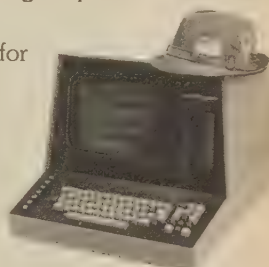
You can write, scroll through, edit, retain and/or transmit up to 84,000 characters (about 14,000 words). Most important, the 2277 is a two-way communicating system that can transmit or receive, at high speed, over regular phone lines, specially-dedicated lines, or direct cable to the sending or receiving device.

The 2277 is a stand-alone terminal that operates independent of the main computer system, thereby giving you a safe method of copy creation and retention.

The perfect editor? Six tough reporters said it was. And we believe them.

For more information, send for our brochure.

Teleram Communications Corporation  
2 Corporate Park Drive  
White Plains, N.Y. 10604  
(914) 694-9270  
Telex 646658



## TELERAM

The easiest-going editor you'll ever work with.



# OUT OF THE DARK

The 3M Pyrofax System for high-speed platemaking operates in normal room lighting. The need for both plate and film processors, plumbing, and chemicals associated with full-page film negatives is eliminated.

Thanks to a unique technology, the Pyrofax System produces press-ready offset plates directly from paste-up without silver halide photographic film. As many as four press-ready plates (and/or paper proofs) can be made from one exposure.

In just over 2½ minutes a starter plate is ready for gumming. This is even faster than rapid access camera and processor speeds. In 60 minutes a single operator can produce 50 broadsheet (or 25 double-width) plates. Production flexibility allows significantly higher plate output, as desired, during peak load

periods with an additional operator.

Halftones are clean, sharp up to 85-line for black and white and process color. Color registration capabilities have been expanded. The 1978 award-winning national "Run For the Money" daily process color overall winner was printed with Pyrofax plates at the "Snohomish Valley Herald," Mount Vernon, Washington.

Plates as small as 10" x 15", or as large as 40" x 50" can be interchanged. Pyrofax is compatible with all wipe-on plates and requires no sensitizing coating.

Pyrofax is a simple and flexible easy-to-operate system. You can locate it in your pressroom, composing room, or virtually anywhere in your plant for optimum utilization of personnel.

Newspaper double-tracking techniques are easy and fast.

The Varimorphic lens option allows anamorphic reductions between 0% and 8% — whatever you want — by simply turning a knob. A feature especially designed for Pyrofax users.

Offset and direct litho newspapers and many commercial printers worldwide have brought their platemaking operations out of the dark with the 3M Pyrofax System's high-speed platemaking.

For additional information or to arrange a visit to a Pyrofax installation similar to yours, write: 3M Pyrofax System, Printing Products Division, 3M Center, Bldg. 223-2N, St. Paul, Minn. 55101. Or better yet, why not call Leslie G. Curtis, Pyrofax Marketing Manager at (612) 733-8473.

It's so simple that it must be seen to be believed!

**PYROFAX  
THE NON-SILVER  
SYSTEM**



# AND INTO THE BLACK.

**3M**

# Equipment

## Ad system produces 50% savings for daily

Bradford (Pa.) Era is using new technology to do ad makeup on a terminal. Ask the staff what they think about the system and you will get some enthusiastic responses.

"It's kept us competitive", the publisher says. It is cost justified, said the production manger and it is fun, said an operator.

This is the report on Compugraphic's AdVantage system used by the small daily. The markup/makeup system has been in use five months by the Era. Copy can be manipulated and massaged on the screen via an electronic pen and the system allows use of virtually every typographic technique.

The Era, a 13,500 circulation six-day paper, is doing 95% of its display work on the AdVantage and produced 15 ads on the first day of operation.

But the most revealing figure is the assertion by Era management that the system already has effected a 50% savings in time and costs. Joseph F. Errera, the paper's production manager, offers to prove the claim: "Before AdVantage, our records were averaging about 2.0 manhours per page. After AdVantage, figures for July, the fourth month of operation, show 1.05 manhours per page.

"Further, at the time the system was installed we lost two highly-skilled printers. The system enabled continuance of the usual work load and to maintain schedules without replacing the experienced workers. That's about a \$30,000 annual savings in labor costs.

"And because the system provides area composition we've saved photo paper, border tapes, and other miscellaneous materials. We've found cost justification in labor savings, production time savings, being able to take late ads, and no increase in personnel."

The paper converted to offset in 1973 and installed a Unified Terminal system from Compugraphic in 1978.

The publisher, Henry A. Satterwhite, former board chairman of Allegheny Airlines, has a policy of no layoffs due to advancing technology. "It is wrong for a publisher to think of the new technology in terms of how many people he can drop," says Satterwhite. "For acceptance, systems must be cost-effective and operate in an efficient manner. If the machine creates available time, we will fill the void with commercial work."

Asked about justification for the AdVantage system by a newspaper of the Era's size, the publisher responds, "Joe

Errera has detailed the savings already effected. One not mentioned is the very real possibility of shortening our ad deadlines. We may cut them as much as 24 hours."

Errera contributes to the query: "Any paper of over 10,000 circulation and averaging 18 pages a day is a candidate for this system. We average 21 pages, produce a weekly shopper, and use AdVantage for some commercial jobs.

"The new systems have been responsible for shrinking our composing room from 22 to 6 people, and may soon be down to 5. The Compugraphic VideoSetter Universal satisfies all our composition requirements, and we've gained space

for a darkroom, tool room, and an office. We feel adoption of the new technology has enabled us to continue operating in the present building and to remain profitable."

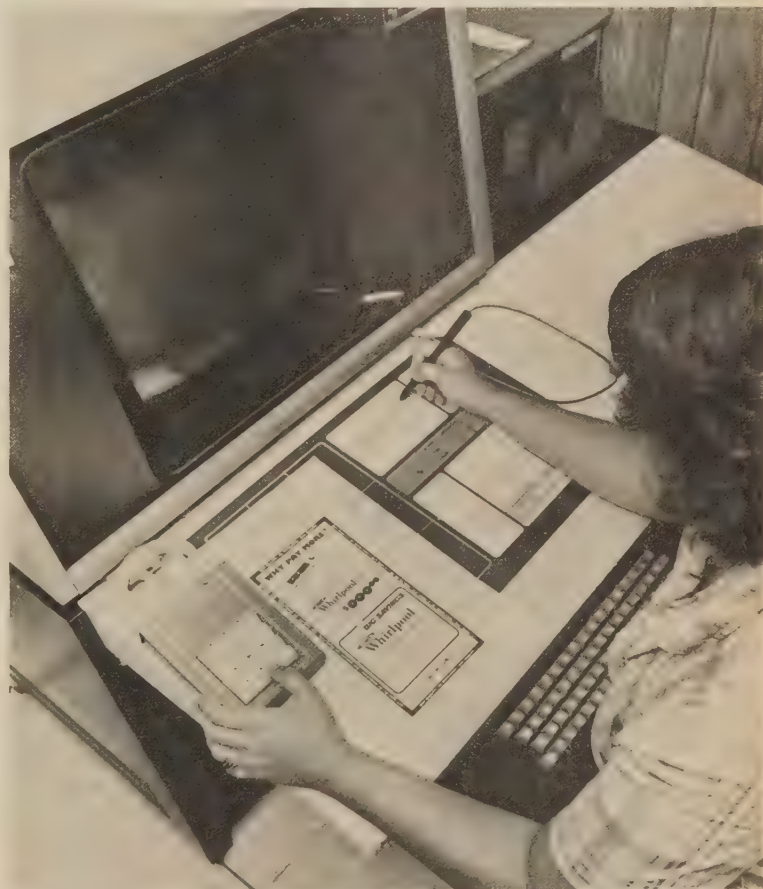
In response to questions on the adoption of the AdVantage system, Errera answered as follows: What triggered the decision to install the system? "We knew that through attrition we would be losing printers and had none coming along. The critical blow came when we lost the two trained printers. The system was installed shortly thereafter."

Are you satisfied with its production?

"Since the system is handling nearly all of our display needs, the answer obviously is 'yes.' We average about 30-40 ads daily, but also have experienced some banner days. On one day we processed 71 ads through the AdVantage, the next day 86 ads, and the following day 91. These ranged from two-column 3" to one-quarter page sizes."

How does the system differ from your previous method? "The principal differ-

(Continued on page 62)



OPERATOR Linda Withchen of the Bradford (Pa.) Era prepares ad on Compugraphic's AdVantage markup/makeup system. Principal instrument is the electronic pen through which commands are executed simply by touching pen to instructions on the markup board.



## Ad system

(Continued from page 61)

ence is now there is only one keyboarding and this change has significantly reduced errors. Every time another keyboarding is introduced you are risking a higher error rate.

"Since the AdVantage is installed in the advertising department, more care is taken in makeup with the real savings showing up in composing room time. There's no need for complicated markup and of course, no need for pasteup except for dropping in artwork. Even borders and rules are placed in position on the screen."

Why was the system installed in the ad department? "This is the department which knows best what the advertiser wants. Even if an ad looks good typographically it sometimes doesn't meet his requirements. There is closer communications and a higher chance of getting the ad done right the first time. Now, when the ad is outputted in the composing room it is ready for the page."

Is the system on-line to the typesetter? "Not yet. Once the makeup is completed on the screen we punch a paper tape, which automatically includes all typesetting codes, and the tape is hand-carried to the composing room. We soon will have direct on-line capability and eliminate the tape."

Do you have any provision for protecting work in the system? "Every three minutes the system writes the ad back onto disk storage. It happens automatically without the operator's intervention."

How many ads can you store on a disk? "We put about 20 on a disk and keep a 3x5" card file showing what's on each. The disks are kept three months and then reused."

What is the most difficult makeup to handle? "Probably it's any ad larger than the screen's work area of 45 x 66 picas. This entails dividing the ad into segments and composing one segment at a time. There's no problem, though, since it all fits together when typeset. One of these was a double-truck drug store ad, which required six segments. It took about two hours to makeup on the system. Following the conventional cold type makeup technique, the same ad would have required about four hours."

Has training been particularly difficult? "Not at all. Our people have shown a desire to upgrade their jobs and it's a pleasure to train them. We now have three people, two of them women, who can operate the system. Two of them received a week's training at Compugraphic headquarters, the other has been trained here."

Is any special talent required? "They should know something about typefaces and how an ad should look to be typographically sound. Other than that the

system calibrates to the way the operator holds the pen. Everyone has a different way of grasping this instrument and the system takes this into account."

What is your advice about systems' acceptance? "Investigate before you leap, but select a date for decision. It's costing you money if you continue to procrastinate and hope for something better to come along."

## Pre-press 'color-key' designed for newsprint

A pre-press proofing system with colors created specifically for newsprint has been introduced by 3M's Printing Products Division.

The new 'Color-Key for Newsprint' material is designed specifically for newsprint. It is a negative overlay-type pre-press proof and consists of black plus three process colors. The colors are precision-coated on clear polyester to closely match conventional newsprint densities. The top sheet features a special anti-gloss coating to resemble the printed piece.

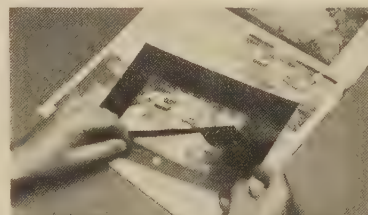
After being exposed to camera negatives in ultraviolet light, the individual sheets are processed, overlaid in register and then viewed.

The assembled overlays portray an accurate color rendition, saturation and total visual appearance of film-to-plate relationship.

'Color-Key for Newsprint' system is suited for dailies and weeklies, free circulation newspapers, news supplements and inserts—comics, television guides and newsprint flyers. It fits the needs of commercial non-heatset web printers.

The new proofing system comprises NP flat black, NP yellow, NP cyan and NP magenta. After exposure to negatives, individual sheets can be developed by hand or in the 3M/MR-424 Color-Key/Transfer-Key Processor. It combines easily with 3M's variety of magentas, cyans and 32 flat colors.

The material is packed 100 sheets to a box in special newsprint sizes: 1/2-page (11 1/2 x 16 inches) and full page (16 x 23 inches), during initial introduction.



'COLOR-KEY FOR NEWSPRINT' material is a pre-press proofing system designed for newsprint printers. It consists of process colors (NP yellow, NP cyan and NP magenta) coated on clear film to match newsprint densities, and a unique sheet of NP flat black with special anti-gloss coating that eliminates top sheet shine.

## Sun-Times selects laser plate system

As part of a major modernization program, the *Chicago Sun-Times* has purchased six LogEscan Model 2417 laser platemaking units to replace conventional page negative production. Three LogEscan readers will scan and electronically transmit pasteup images from the Sun-Times composition room to three LogEscan writer units in the platemaking area.

The writer units produce a low cost, non-silver film called lasermask which can be used in daylight operations, with no processing and has a long shelf life. Lasermasks produced by the writer units will be used to create DiLitho plates on three Tasope multiplate exposure units. The plates will then be used on the Sun-Times' 66 letter press units, presently being converted to the Dahlgren News-Printing System.

When the conversion program is completed by the end of 1979, the LogEscan electronic image transfer system will be feeding more than 150 lasermasks per hour to the Tasope units. The resulting total output is more than 500 plates per hour at 4 to 12 plates off. The pasteup-to-plate time will be considerably reduced, permitting later deadlines.

In the far west the *San Rafael* (Calif.) *Independent Journal*, an evening paper with 45,000 circulation, has purchased two LogEscan Model 2417 reader/writer electronic laser platemakers. The LogEscan units will be used with a LogE plate processor/fuser to create offset plates direct from pasteup that is to be used in conjunction with the paper's six new doublewidth Wood-Hoe Lithomatic II press units.

The laser platemaking system will be housed in a new multi-building facility the newspaper is constructing in Novato, Calif. One reader/writer will be located in the composing department and the second reader/writer will be located in the plate department adjacent to the pressroom. Two-way transmission will be provided by cable connection. The system will also give the paper compatibility with remote transmission, long-run plate press life and process color reproduction.

## Publisher cleared on ad violations

Clifton, New Jersey weekly newspaper publisher Alexander Bidnik, Jr., who was indicted in the spring on charges that he used his newspaper to extort advertising revenue from merchants (E&P, June 30), was cleared in a separate grand jury inquiry that found no violations in connection with political ads in the paper.

The grand jury reviewed 36 complaints of violation of the election law and dismissed each one.



Highlight Dots On Napplate II S  
80x Scanning Electronic Microscope

# Quality. It's the NAPP difference.

When a newspaper selects NAPP photopolymer plates, it's the result of a close-up look. Not just at the plates themselves, but at what goes into making them.

NAPP premanufactures more than 15 million plates per year. And each of them is subject to the same rigid standards of quality control. Constant monitoring of our highly-automated production process assures our customers of consistent performance. Whether they use Super-H® pattern plates, the popular Napplate™ with its aluminum substrate, or the steel-backed Napplate II S™, designed for use with magnetic saddles.

All NAPP plates feature unique tap-water washout, eliminating the use of hazardous chemicals and insuring the safety and comfort of production workers. Just one more reason why NAPP is the choice of more letterpress newspapers than any other.

Quality. It's what sets NAPP apart from the rest.



## NAPP

NAPP Systems (USA), Inc., 360 So. Pacific, San Marcos, CA 92069, (714) 744 4387.



## Equipment people in the news:

**Harry E. Brandon**, vicepresident-marketing for the Controls Division of Harris Corp., has been named vicepresident-sales for the company's Composition Systems Division. Both divisions are in Melbourne, Florida.

**C.A. Kinnear** has been named vicepresident, regional accounts in the New York corporate headquarters for Abitibi-Price Sales Corp.

**C.D. Martin**, sales representative, will transfer from the Southern Region's Atlanta office to succeed Kinnear as regional manager, Eastern Region.

**R.T. Dorris**, sales representative, will be transferred from the Western Region to the Southern Region.

**F.H. Johnson** will become sales representative, Western Region for Abitibi-Price Sales Corp.

**Robert H. Trenkamp** has been appointed vicepresident and general manager of the Varityper division of AM International. He was most recently vicepresident of marketing and product management for Varityper.

**H. Barry Maser** has been named chairman and chief operating officer at

Delta Data Systems. He was formerly chairman and vicepresident of marketing at the company.

**Howard Katz** has been appointed general manager of LogE/Robertson, a wholly owned subsidiary of LogEtronics. He was formerly vicepresident of operations at Altek Systems.

**Willard K. Rice** has been named vicepresident, marketing for Itek Composition Systems, a division of Itek Corp. He was recently director of product management for Systems and Linotron Products at Mergenthaler Linotype.

**Henry J. Grube** has been promoted to director of sales for Itek Composition Systems. He was previously Northeast Regional Manager.

**Brian S. Cook** was promoted to manager for sales/service training and program development, Itek Graphic Products Division.

**Jack Dvorak** has been named district sales manager in eight Western states for NAPP Systems (USA). He had been sales/technical representative in Texas.

**Eric Schwartz** has been promoted to specialist/customer technical services and education for NAPP Systems (USA). He was previously an equipment technician at NAPP.

**Eric W. Berg** has been appointed International Sales Manager for Hendrix Electronics. He was formerly with Inforex, Inc.

**Richard J. Powell** has joined Hendrix Electronics as In-House Publishing Market Manager. Powell was previously with AM International.

**James J. McNicholas** has been appointed manager of Research & Development at MGI International. He was formerly project leader, Engineering Development Department, Wallace & Tiernan.

**Frank Barnecott** has been named Western Sales Manager for MGI International. He was formerly in new business development for Charles T. Main.

**James H. Whitney** has been named regional manager of Compugraphic's Central Region, Arlington Heights, Ill. He had been manager, sales development and training, and district manager for Compugraphic.

**Mark S. Levine** has been appointed engineering manager for Teleram Communications Corp. He was previously with Tal-Star Computer Systems.

**Douglas McLaughlin** has been appointed director of sales, Central USA, for Hope Industries.

**Donald R. Hill** has been appointed manager, district sales for Hope Industries.

**Coleman Miller** has joined Hope Industries as marketing administrator. He was most recently sales manager at King Concept Corp.

**Milton C. Wright** has been appointed sales representative for the Ink Division of the J.M. Huber Corp.

**Mark J. Penney** has been named sales representative for the state of Michigan for the Ink Div., of J.M. Huber.

**Eugene F. Keegan** has been appointed Eastern regional sales manager for Ferag Inc. He was formerly with Tal-Star Computer Systems.

**Norman D. Provan, Jr.**, has been appointed sales manager-Mid-West region for Ferag. He has been with Ferag since 1977.

**Norman D. Provan, Sr.**, has been appointed sales manager for Ferag's Southern region. He was previously with Harris Bindery Systems.

**Robert S. Chuck** has been appointed sales manager for Ferag's Western region.

**Carl M. Metash**, former production director and senior vicepresident of Parade Publications, will serve as Ferag's rotogravure technical sales representative.

**Paul La Voie** has joined Zentec Corp., as vicepresident/marketing. He had been with Sycor for the past nine years.

From Brazil  
to Iowa...  
From New York  
to California...

Our Customers'

**Circulation**  
IS OVER  
**1.57 Million**  
Proven Production Systems By And For Newspaper People  
**ONE Systems**

A Wholly Owned Subsidiary of Howard Publishing Corp. Ask the man who has ONE

P.O. Box 2001  
Oceanside, Calif. 92054  
(714) 433-7380

# The blacker, whiter, diffusion transfer system.

Chemco's Powerdot® TR delivers fast line and halftone prints with blacker blacks and whiter whites. But that's only the beginning of Powerdot TR's superior performance.

Diffusion transfer is now better than ever! Powerdot TR Negative Paper minimizes line and dot spread, so you get sharp fine lines and hard halftone dots. Powerdot TR Receiver Paper absorbs less chemistry for shorter drying times. Powerdot TR Activator has longer shelf life, and gives you those dense blacks and clean whites.

Best of all, the Powerdot TR system is backed by Chemco's tradition of customer service. Chemco sells directly to the end-user to assure prompt delivery, valuable technical assistance, expert service, and savings on quality products.

Call your Chemcoman, or send the coupon to find out more about Powerdot TR—the blacker, whiter diffusion transfer system.

## It's another side of Chemco.



**Chemco**  
photoproducts co.

Division of Powers Chemco, Inc.  
Charles Street, Glen Cove, N.Y. 11542  
Telephone (516) 676-4000

☐ Send me full details  
on Powerdot TR.

☐ I'd like to see a demonstration.

ED-119

Name

Title

Company

Telephone

(Attach to your letterhead  
or business card, and mail.)



# Arizona Republic/Gazette installs \$1.6 m system

Soon to be among the nation's largest newspaper installation of electronic copy capability will be the *Arizona Republic*/the *Phoenix Gazette*, which recently purchased 175 additional VDTs and a third System 22 computer from System Integrators Inc., (SII).

Darrow "Duke" Tully, associate publisher and general manager of the *Republic*/the *Gazette*, recently signed a \$1.6 million contract with SII. The new units are expected to be in the plant by December.

The new acquisition brings the newspapers' total to three computers and more than 250 tubes.

"The genesis of the business now is electronics," Tully said. "It's faster and more accurate." The main function of the new computer will be to handle organization and recording of material for "hot" or on-line backup. The current system consists of two computers and two disk files shared by the newsrooms of the two papers.

The third computer will allow each newsroom to have its own computer almost exclusively, according to J.R. Adams, data processing manager. Each computer will have two disk files with a storage capacity of 300 megabytes or 300 million characters each.

The two newsrooms will divide a total of 162 VDTs and the remaining terminals will be distributed to other offices in the plant.

The *Arizona Weekly Gazette*, a business and legal publication, will receive seven terminals and the computer room of the *Republic*/the *Gazette* will get five input tubes.

Also slated to receive a VDT is the corporate and community services department of the newspaper.

In addition, three bureau offices will get 12 Teleram terminals. The units, with separate and individual "floppy disk" storage, are remote and able to transmit through telephone lines into the main computers.

Sports writers will be among *Republic*/Gazette reporters who will be able to file a story directly from the site of the event with one of nine new portable Teleram units.

Tully has plans for even bigger and better electronic capacity.

By the spring of 1980, 70 to 80 VDTs will be added to classified advertising. The new units are expected to be purchased from SII, Tully said. By mid-year some 10 tubes are planned for the circulation department.

The *Republic*/the *Gazette* had only a Tal-Star system when Tully came on the scene in July 1978. The initial move to VDTs was made in the fall of 1978, when SII supplied some 50 VDTs, two main

computers and two data file disks. The cost was about \$600,000, excluding installation charges.

VDTs also are replacing the print-out wire service machines and all the services eventually will be connected directly to the main computer room.

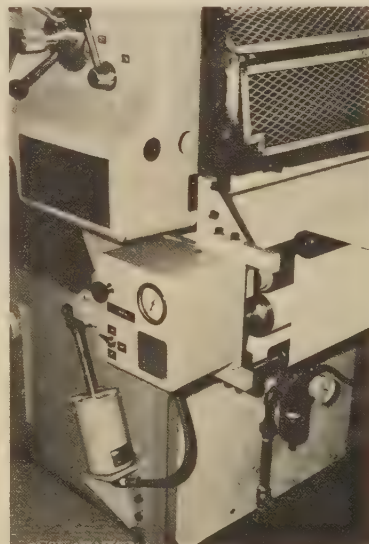
"We're constantly building," Tully said. "And rapidly moving to a total video display operation."

## Infeed/tension system for non-heatset press

Ebway Industries, of Wauconda, Illinois, has a new Automatic Infeed and Tension Control System designed for use by non-heatset printers.

Several innovations in design have been incorporated in the unit. Also, compact modular construction permits installation without consumption of floor space. Automatic operation does not require electricity and installation within a multiple unit press line will not affect normal press operations.

Tension control is achieved through an air-loaded floating roller, and speed control of the web is accomplished by means of a neutralator.



EBWAY Industries Model GC-200 Infeed mounted on an SC Press unit. Compact design permits several infeeds on a multiple unit press line without altering the press configuration.

DeWitt G. Manley has retired from the Samuel Bingham Company after 15 years. He had been vicepresident of marketing for Bingham and his career spanned 42 years in the graphic arts industry.

## System handles 6,000 classified ads daily

Queensland Newspapers Pty., of Brisbane, Australia, has begun operation with one of the largest on-line classified advertising systems in the world. The computerized system, which handles classified input, makeup, and pagination for morning, evening and Sunday newspapers, is a three-processor Classified Management System (CMS-11) manufactured by Digital Equipment Corporation.

Queensland Newspapers publishes the morning *Courier Mail* (circulation 270,000), evening *Telegraph* (165,000) and *Sunday Mail* (377,000). A Saturday morning edition can range from 32 to 40 broadsheet pages of solid set, agate type classified material (no display advertising), containing more than 6,000 ads input the previous day. Daily input levels are usually high, as 80 percent of total classified volume consists of single insertion ads. The system's data base will contain 29,000 ads.

Advertising personnel use 94 video display terminals for copy entry, verification and credit checking, and four terminals for system monitoring. The average transaction load exceeds 500 per hour; peak loads exceed 1,000 transactions per hour.

A single CPMS (Classified Page Makeup System) terminal is used for page layout. The CMS-CPMS system has brought about a three-hour time saving in daily classified preparation. Typesetting a finished page of classified ads now takes less than 1½ minutes, compared to ¾ hour for the previous computer-driven, hot-metal linecasting method. The new system also uses nine percent less newsprint than before. Error rates in advertising copy have fallen dramatically, and overtime in the classified composing room has been eliminated.

Normally, two of the system's PDP-11/70 processors control operations, while the third PDP-11/70 is available for immediate, switched backup in case of hardware malfunction or during preventive maintenance checks. Final copy, fully corrected, justified and hyphenated, is output to three APS-5 phototypesetters.

## Ghost stories

Ghosts may or may not exist, but the *Tulsa World* found that there's no doubt ghost stories do exist. The World invited its readers to submit ghost stories for a pre-Halloween feature. The World published 18 of the better stories in its Modern Living section the Sunday before Halloween. The World has run a number of similar reader write-in efforts, inviting readers to share their stories (or photos) with other readers.

# Look inside Linotron 202. You'll love what you don't see.

When's the last time you saw the *inside* of a typesetter in an ad? We can't remember, either. The fact is, most manufacturers would rather not display the jumble of circuit boards, lenses, and font grids in their typesetters – hundreds of parts to break down or wear out.

But we're proud of our new Linotron 202 digital CRT typesetter – inside *and* out. It has no expensive disk drive. No lenses. No mirrors. No moving parts in its entire character generator.

It has no font grids, either. You store and copy typefaces as digital data on floppy disks. So you spend less time

changing font grids and more time setting type.

## High performance. Lowest price.

Fewer parts mean reliability. And that's not all. The 202 reaches setting speeds up to 450 lines per minute. It mixes 136 point sizes and over 60 typefaces at computer speeds. And it creates all sizes plus hundreds of special typographic effects from one master for each typeface.

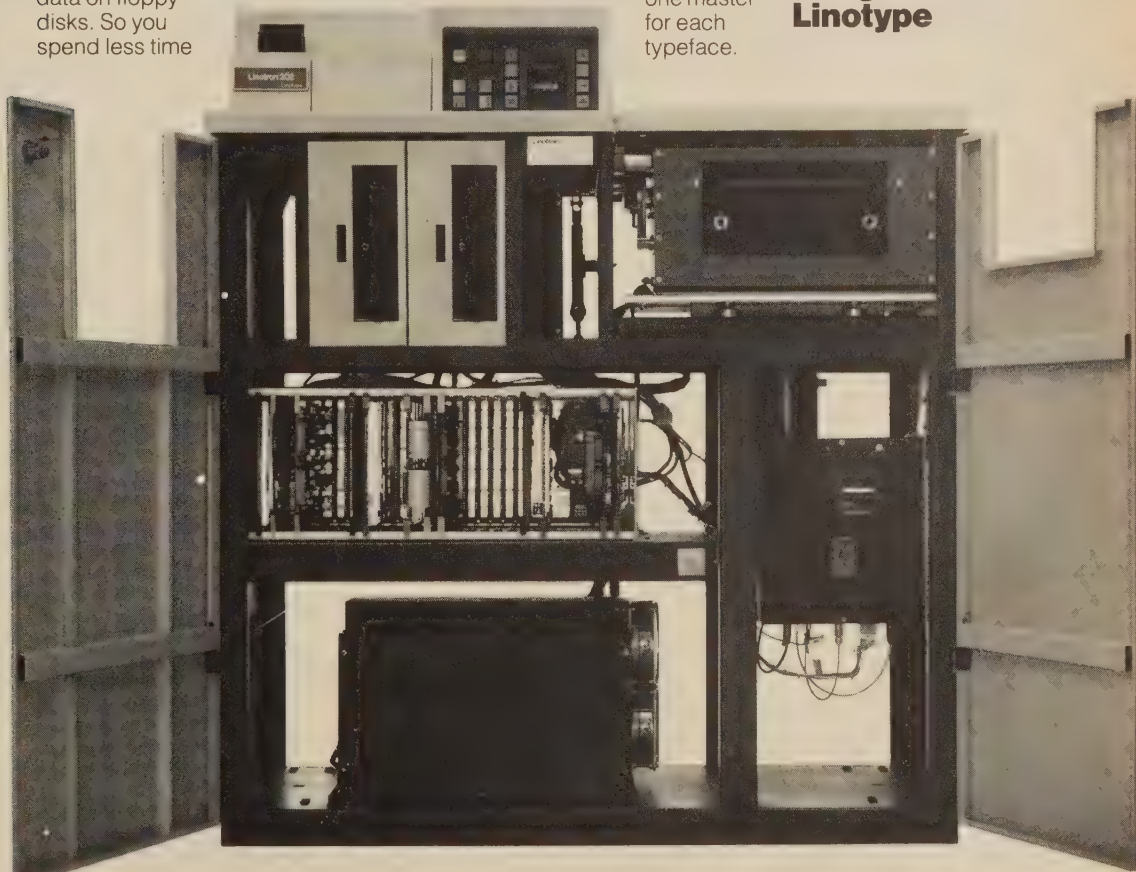


And here's the best part. Linotron 202 is – by far – the lowest priced digital CRT available anywhere.

## Look into it.

All typesetters look good from the outside. So before you invest your money, we suggest you do a little undercover investigating. You'll uncover the best buy in photo-composition today. Linotron 202 from Mergenthaler Linotype, 201 Old Country Rd., Melville, NY 11747. Phone (516) 673-4197.

## Mergenthaler Linotype



☐ I love what I see. Send a copy of  
*An Inside Look at Linotron 202.*

Address \_\_\_\_\_

Name \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Company \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_



# SNPA papers busy putting non-subs into computers

TMC—to you it might mean Target Market Coverage; to the next publisher it's Total Market Coverage; and to some circulation managers it's just Too Much Coverage.

Whatever it stands for, newspapers are trying hard to satisfy the needs and demands of advertisers as well as develop some fresh circulation.

The headquarters staff of the Southern Newspaper Publishers Association made a quickie survey recently to see what's being done, how it's being done and what are the advantages of compiling total circulation subscriber lists.

For many it's as simple as a computer that does the main job. But for at least one circulation executive it was a great big snafu because the computer wasn't programmed the way a newspaper carrier thinks and spells.

The paper shall be nameless, but what happened is this: All carriers were asked to make out cards listing non-subscribers as well as subscribers on their routes. But most of them filled in "Av" or "Ave" and "St" where they should have written the full words—avenue and street. So the computer rejected hundreds of the cards and everyone had to start all over.

That little tale was told at a meeting of advertising men; it doesn't show up in the report of the SNPA survey. One paper, however, is reported to have made three attempts to assemble workable lists. The troubles were due to technical difficulties encountered with computer companies. In the majority of cases the newspapers' own data processing departments do the work.

The lists of non-subscribers have proven to be very valuable to ad salesmen in servicing accounts and opening up new ones.

The *Miami (Fla.) Herald* reported that its non-subscriber listing began two years ago and now has more than one million addresses on file. Hundreds more are being added to cover the newspaper's expanding circulation areas in South Florida.

The lists at the *Norfolk (Va.) Virginian-Pilot* and *Ledger-Star* contain 275,000 household units, about half of which are non-subscribers.

In a year's time the *Charlotte (N.C.) News and Observer* have computerized 200,000 names and households. As is the case with several other papers, the Charlotte company began with the home county and is now gathering the information for outlying counties.

The *Atlanta (Ga.) Journal* and *Constitution* have all metropolitan area subscribers, with starts, stops, re-starts ser-

vice errors and paid-in-advance data, on computer and plan to put non-subscribers in 26 counties on file. The latter list will have 1,200,000 households.

At the *Athens (Ga.) Banner-Herald* and *Daily News* the data processors worked first from street directories and then went to carriers and the Postal Service for verification. The non-subscriber list of 27,000 households gives advertisers full penetration with inserts in selected zip codes or carrier routes.

Jane Manning, circulation development coordinator for the *Dallas (Tex.) Morning News*, said she can produce a list of department store charge account customers who don't subscribe to the newspaper. A list can be focussed on non-subscriber charge card holders in zip code areas around a particular shopping center.

With a similar bank of information, *Dallas Times Herald* circulation director William Powell told the SNPA interviewers the program has been very successful with advertisers.

The *Norfolk* newspapers reported good response to direct-mail subscription campaigns using the non-subscriber list. The *Louisville (Ky.) Courier-Journal* and *Times* use their non-subscriber lists in conjunction with the distribution of a shopper in nearby Indiana counties.

The SNPA survey report contains this final note from a newsroom executive: "Some circulation people are awfully nervous about producing these lists. They reveal exactly where the problems are."

## Inflation bonus paid to staffers

Fulltime staff members of the *Middletown (Conn.) Press* were paid a \$100 bonus in October by the editor and publisher.

"The past year has been a difficult one for keeping up with the rising cost of living," an October 18 memo, signed by Russell G. D'Oench, editor, and Woodbridge A. D'Oench, publisher, said. "As a means of assisting everyone to some degree in dealing with this inflation, the Press will make \$100 bonus payments later this month."

The publisher said if it wasn't for increased construction costs for the new building, the bonus would have been higher.

Staffers will receive the regular Christmas bonus of one week's pay as usual in December, the publisher said.

## Lith unit processes film 24" wide

A high-speed lith film processor, designated the Devoscreen 24"E, has been introduced by Carnfeldt America Inc.

Processing speed of 6 fpm. applies to all kinds of lith films up to 24" wide, and any size tints are produced evenly at the highest contrast.

The unit features deep twin developer tanks (32.2-gallon capacity) and two large developer racks. Crossover between tanks is below solution level. Bromide drag is eliminated through a cross-flow circulation system.

Carnfeldt has engineered the model for electronic density scanning replenishment. Negatives and positives are scanned line by line and replenishment computed automatically and precisely for consistent results.

An anti-oxidant replenishment system is included, which compensates for evaporation and oxidation.

Split-mix replenishment is a built-in feature. This system keeps A and B parts separate until a fraction of a second before they enter the tank, for both developer replenishment and anti-oxidation systems.

## Automatic protection system for computers

Designed to protect computers and other electronic equipment subjected to transient overvoltage surges created by lightning, startup and shutdown of equipment, power company load switching, arcing contactors and electrostatic discharge, computer protection systems (CPS) can suppress voltage surges carrying as much as 300,000 watts of destructive energy.

Transtector Systems of Zephyr Cove, Nevada, sells CPS models for use on 120 to 575 VAC (one, two or three phase) Delta or Wye service.

Fully automatic in operation, the CPS units incorporate redundant solid-state circuitry for assured, continuous protection. When a hazardous surge causes the AC line to rise above 120% of its peak voltage, the CPS suppresses the voltage to a safe level without distorting the power line, interrupting or removing service. It then automatically recovers, ready for the next surge. Response time is 5 nano-seconds. Standby power is 1 watt per phase.

## Press units installed

The printer of ten weekly newspapers in Oklahoma City, Okla., Web Color Press, has installed a four-unit News King web offset press. A three-unit Daily King II web offset press has been put into operation at Realtron Publishing of Pompano Beach, Fla.

# Scrib gets the news in print while it's still news.

Scrib—and only Scrib—provides the journalist with the freedom to create, correct, compare, memorize and transmit his story from a FULLY PORTABLE, 18-pound CRT editing terminal.

No longer must he be concerned with how his story will look in print. He'll know because the story comes up on the built-in video screen just as he wants it to appear.

No longer must he worry about saving a copy of his story. It's permanently stored on a mini-cassette that can be played back at anytime.

No longer must

he wait for rewrite and editing in the newsroom. Scrib performs these functions in the field and transmits the story via simple telephone coupler at 30 characters per second, from anywhere in the world.

No longer must he be concerned about working in remote locations. Scrib is fully battery powered for up to two hours of continuous use.

No longer must the newsroom wait to get that hot story into the composing room while it is still a hot story. Scrib will get the news in print while it is still news.

Call Bobst Graphic Inc. today... and get your news the Scrib way.



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# Recent developments— UV laser technology

By Henry E. Gauthier

Questions have been raised concerning the status of the ultraviolet (UV) laser for newspaper production. My presentation will discuss several recent and extremely important developments in ultraviolet laser technology, affecting power, lifetime, and reliability, and makes some projections of future improvements to be expected.

Prior to commenting on UV laser technology, I would first like to discuss briefly a few other laser types. I hope to establish by example that laser technology and the laser industry have demonstrated the ability to provide reliable, cost-effective solutions in response to end-user demands. In each case, the performance achieved was due both to evolutionary and revolutionary changes.

The first example is the helium neon (HeNe) laser. In 1962, the maximum power of a HeNe laser was 2 milliwatts, and the cost of per milliwatt was \$5,000. The lifetime of the laser was only 500 hours, and its applications were entirely confined to the scientific laboratory because of the high degree of sophistication required to operate such devices at that time. At the present time, in 1979, the HeNe laser is a fully industrialized system, and is a reliable and important component in many new systems based on laser technology. In 1979, maximum power of a typical industrialized HeNe laser is 25 milliwatts and the cost per milliwatt is only \$75. Lifetime has increased to the area of 15,000 to 20,000 hours and its applications occur in fields as diverse as construction, sewer alignment, non-impact recording, point of sales scanners, and consumer video disc systems.

The HeNe laser has also found applications in the newspaper field as a reading and recording device in the Associated Press Laserphoto System. This system utilizes a modulated helium neon laser to scan and expose dry silver, heat-developed photographic paper. Most recently, the HeNe laser has found an application in the consumer video disc system developed by Phillips Corporation.

Visible ion lasers are another type of laser widely used in commercial fields. When the Visible Ion Laser was intro-

**Gauthier is vicepresident and general manager of Coherent, Inc., a manufacturer of laser equipment. These excerpts are from a talk given at EOCOM's meeting at Las Vegas, Nevada, during the June ANPA/RI conference.**

duced in 1965, the maximum power was 2 watts, which was available at a cost per watt of \$12,500. Lifetime was only 200 hours, and again the applications were purely scientific. In 1979, however, maximum power has risen to 18 watts, while the cost per watt has dropped to \$1,500. Lifetime ranges from 3,000 to 5,000 hours, and applications occur in fields such as medical and biomedical instrumentation, scientific research, graphics, and entertainment (light shows).

The final example of laser trends and developments is the carbon dioxide laser. This laser, which operates at 10.6 microns in the infrared region, first was introduced in 1965 with a maximum power of 40 watts. The cost per watt at that time was \$250, and the lifetime was 200 hours. Applications were in the pure research field. Today, the maximum power of commercially available CO<sub>2</sub> lasers is in the range of 20,000 to 60,000 watts, and the number of applications in the industrial field has exploded in the last few years: among these are cigarette perforation, semiconductor scribing, hardening of metals, and engraving of flexographic rollers in the graphics area.

The advantages are extreme speed and fineness of control.

Turning to the UV laser, at the time of invention of the ion laser in 1964, several UV wavelengths were observed. However, their output power was very limited due to the high threshold and current density requirements and the rapid degradation of windows, bore materials and optics.

The first commercially available ultraviolet argon ion laser was delivered in 1971 but its output still was limited to approximately 100 milliwatts—not very useful for most applications. By 1974 larger ion lasers were available and UV output had increased to one-half to three-quarters of a watt.

In 1974, a series of materials and technological breakthroughs made reliable high-power ultraviolet output a reality.

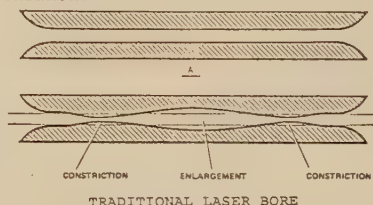
The dramatic increase in available UV output power was accompanied by an equally dramatic decrease in the cost of that power. The cost per watt in 1974 was over \$45,000. Today, in spite of double digit inflation, the cost continues to decline.

What are the reasons for this dramatic increase in power? Historically, reliable ultraviolet output was limited by three factors. Solarization or color center formation in the Brewster windows (the ports through which the light is extracted

from the plasma tube); rapid bore erosion at the high current densities required for ultraviolet operation; and cathode fatigue, — depletion of the electron emitting material of the cathode due to the effects of non-uniform temperature distribution and high discharge current. All of these had to be overcome to produce a reliable system.

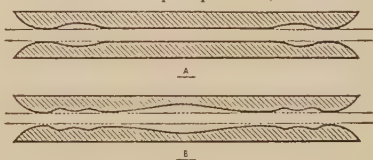
Solarization, or color-center formation, was the most critical problem in ultraviolet operation because this mechanism basically limited tube life to less than 50 operating hours. Color-center formation comes about from the absorption of UV fluorescence by impurities in the Brewster window itself, an inherent problem with the fused silica Brewster windows traditionally used for ion laser manufacture. This is analogous to desert glass discoloration. This absorption causes rapid degradation of the laser beam mode quality, and ultimately, loss of output power. To this date, there is no effective way of using fused silica Brewster windows for high-power ultraviolet output.

Coherent embarked on an intensive research effort to develop a new Brewster material that would not form color centers. After two years, a new type of Brewster window—fabricated from crystalline quartz instead of fused silica—was introduced. This material did not form color centers at all, and thus totally eliminated the most rapid means of degradation.



TRADITIONAL LASER BORE

Bore erosion was another major problem because it limited tube life to approximately 500 hours in high current operation. In an ion laser plasma tube the discharge current is constricted by a very small bore. In a UV laser, current density is approximately 3,000 A/cm<sup>2</sup>. Under these severe operating conditions, material in the bore is eroded from one section and deposited at another section right behind the taper sections (the so-called bore hot-spots). This builds up a ridge constricting the bore and causing loss of laser output power (observable



NEW LASER BORE

after as little as 100 hours of high current operation). Bore contouring was the solution to this problem.

(Continued on page 72)

June 20, 1840...

Washington:  
U.S. Patent Office issues  
patent to portrait painter  
Samuel Morse for his  
electromagnetic  
telegraph.

Boston:  
The News is carried  
in papers printed  
with ink made  
by the newly formed  
George H. Morrill  
Ink Company.

**We've been making news  
in ink for 139 years...**

*While Samuel Morse was dot-dashing his way into history, George Morrill was quietly working in a small, converted Boston horse shed. Formulating and mixing his first, simple, oil based newspaper inks.*

The Morrill Ink Company was one of the original six ink makers that formed General Printing Ink.

In the last 139 years, we've seen the industry grow from the simple flat-bed letterpresses of George's day to today's complex web-fed offset and DiLitho giants. And, we've supported that growth by constantly formulating, testing and reformulating. Producing the most economical, most chemically advanced news inks of the day. This day or any other.

From George's little old horse shed, we've expanded to serve you through the largest, most extensive research and development labs in the ink industry, as well as a constantly growing network of the industry's most modern, most efficiently located news ink manufacturing plants.

We've got the inks you need. Where you need them. When you need them.

Whatever kind of press you're running, or planning to run, let's talk. We can help you run a better paper. For less.

Let us prove it to you...

**Ink is more than color.  
At GPI, it's technology.**



**News Ink Division**

480 Central Avenue  
East Rutherford, New Jersey 07073  
201/935-8666

**GENERAL PRINTING INK**



## UV laser

(Continued from page 70)

Through use of this technique introduced in 1975, effective bore life has been extended to an excess of 6,000 operating hours—perhaps as much as 20,000 hours—and no discernable bore constrictions have been observed.

As the discharge current increases, the life of the cathode, the element that provides the electrons, is decreased due to non-uniform heating. In a barium dispenser cathode, used in all modern ion lasers, an increase in temperature of 50°C can decrease the life of a cathode by a factor of 2. The traditional dispenser spiral cathode used has a uniform cross-section. The laser discharge current is unevenly distributed throughout the cathode causing increased I<sup>2</sup>R heating losses at the front of the cathode. This increases the temperature of the front of the cathode by as much as 100 degrees centigrade and causes rapid depletion of barium, the electron emitting element.

This problem was solved by the introduction of a unique tapered cathode design. The end of the cathode nearest the discharge is enlarged with a substantially higher cross-sectional area. This decreases the discharge current heating of the front of the cathode relative to the rear, and at maximum current the cathode is uniformly heated from one

end to another. This design extended cathode life by at least a factor of 4.

The development of the items mentioned earlier removed the basic constraints on ion laser operation in the ultraviolet. Other developments were required, however, to insure reliable operation in the field due to the sensitivity of UV lasers to operating parameters relative to visible operation.

The relative performance of visible and UV argon ion laser systems relative to discharge current are as follows. In UV operation, current threshold is substantially higher than in visible lasers, and the system gain (which effects output power) is lower. This means that UV systems are much more sensitive to any increase in optical loss, such as dirt on optics, and that small changes in operating parameters cause large changes in output power. This, in fact, is now the only operational difference between visible and UV lasers.

One of the most critical operating parameters is tube operating pressure. Output power increases substantially as the operating pressure is reduced. Eventually, however, it reaches a point where plasma oscillations (or gas sloshing) can occur. Below this level there is a possibility of laser tube and power supply damage. To maximize the UV output, we want to operate just above this instability point. But we must have a mechanism to insure that the pressure does not drop

into that instability region.

The problem is accentuated by absorption of gas in the discharge tube as a function of operating time. The high current density in the plasma tube drives ionized argon atoms into the discharge tube wall. These are lost to the laser plasma, causing a decrease in tube pressure (a well known phenomenon termed "gas clean-up").

In an ultraviolet system the pressure must originally be very high (causing low output power) to insure that it does not drop into the instability regions during as little as 500 hours of operation. For a long life UV system, it was necessary to develop a reliable automatic fill system which monitors the gas pressure and injects small amounts of gas when required to replenish the tube. By automatically sensing the pressure and keeping its level constant, this auto-fill system allows operation close to the instability region for high output power, but assures that hands-off or negligent operation does not harm the plasma tube.

Solving the basic engineering problems which restricted power also provided some fringe benefits. Two important laser characteristics—warm-up time and pointing stability—were significantly improved.

Warm-up from a cold start, has been reduced from 45 minutes to less than 3 minutes. This is from cold start. In a moment I will comment on standby operation and standby response which is very much quicker since it is not from a cold start.

Previously, beam angular changes of 300-400  $\mu$ r were typical from a cold start. Design changes have reduced this to less than 100  $\mu$ r. Angular drift after warm-up is now less than 10  $\mu$ r.

Very recently, thermal shielding was added to the inside of plasma tubes. These radiation shields serve to dramatically reduce the thermal loading on the Brewster window and resonator by reflecting the plasma heat into the cooling water.

For the first time, standby operation is made possible. From less than lasing threshold, stable power and stable pointing operation is achieved within 1.5 seconds.

A primary benefit to the is reduced electrical consumption. In a typical situation, this results in a savings of 30% which translates to 60¢ per hour or 4¢ per plate (assuming 5¢ per kilowatt-hour).

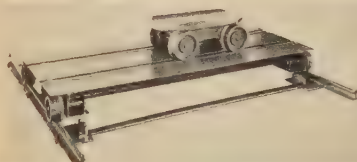
An important, standby operation will result in longer average tube life since the long term life of a plasma tube is somewhat related to ampere-hours. Here again, the benefit is worth about 30% expressed in reduced operating costs for replacement plasma tubes.

Development will not stop at this point. The laser industry has substantial incentive to invest in further enhancements of high power UV lasers.

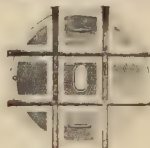
## CAPITAL

... tracks and trucks, turntables and transfer tables for standard newsprint rolls ... also custom-engineered equipment and full service on replacement parts for any rollhandling system. Write for brochure on newsprint handling equipment.

TRANSFER TABLE



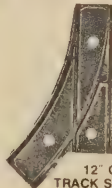
## ROLL-HANDLING EQUIPMENT



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12" GAUGE TRACK SWITCH



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**FULL  
PERFORMANCE  
WITH 100 PICA  
CAPABILITY**

We believe the Mark VIII is the best low-cost high-speed digitized typesetter you can buy. And we believe you'll think so, too, when you see it operating at the 1979 ANPA/RI Show.

The Mark VIII sets fully composed newspaper pages up to 100 picas wide. Output speed is 600 lines per minute. And character resolution is 1300 lines per inch at 5 point, 650 lines per inch at 72 point — giving you the best output quality of any comparably-priced typesetter on the market today.

The Mark VIII provides up to 60 on-line typefaces stored on floppy discs. Typefaces are from the Itek/Dymo photo-type library, one of the largest typeface collections in the world.

The Mark VIII incorporates the very latest CRT hardware, software and firmware technology, including automatic self-checking, unique touch-actuated console and overlay diagnostic test



panel, to mention a few. An unusually direct and convenient way to talk with your typesetter.

The Mark VIII is designed to integrate smoothly with your present system and procedures. Since it's program-compatible with our Pacesetter line, you may already be on speaking terms with it.

There's a lot more you should know about the Mark VIII, including its remarkably low cost. To get better acquainted, call us toll-free at 1-800-225-0945. We'll gladly answer questions, discuss applications, or send free literature.



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# Minneapolis' single unified circulation computer design

By Hugh Wagner

Hard experience has taught us, at the *Minneapolis Star & Tribune*, the need for a single, unified computer system, that will rid us of the problems of redundancy and poor refinement capabilities. That is exactly what our Circulation System development plans are aiming at. The translation of these plans into reality requires not only adequate financial resources, but also strong management commitment and personnel resources. The final outcome of our plans depend heavily on these factors. Recognizing the good progress made so far in our development effort, I am optimistic about our ability to finish developing an integrated and more flexible Circulation/Distribution system during the next two years.

Before sharing with you the details of our goals and objectives, I want to review some statistical information about the *Star & Tribune* newspapers and to give you a historical perspective of our circulation computer systems still in operation. Both should give you an insight into the sort of issues which led our management to proceed with the systems development effort.

Our newspapers have the largest circulation of all the papers in Minnesota, with a circulation of 433,000 daily and over 600,000 on Sunday.

We handle annually a volume of 591,000 start transactions, and over 1 million calls are handled by our circulation telephone operators.

The delivery and sale of our products are handled by over 15,000 carriers and 5,000 dealers. Our Prepaid Subscriptions currently total close to 150,000 and are expected to grow to 265,000 by the end of this year.

These numbers are adequate proof of the reasons our Circulation/Distribution system began to use the computer in the 1960's. One of the first applications converted to the computer was the Carrier/Dealer Draw and Billing System back in 1967-1968. The system is heavily punched-card oriented and involves a great deal of manual support for the preparation of input and maintenance of controls. This system was designed to operate on the original IBM 360/30 computer and still operates today in the same mode on a larger system. To make things even more complicated, most programs

were written in the Assembler language, a programming language we have not used since switching to the more common COBOL language in the early 70's.

This 10-year-old batch oriented system interfaces with an equally old distribution system operated on an outdated IBM 1130 computer located in the mailroom. This distribution system operates under the jurisdiction of the ITU Mailers Union and generates distribution information, such as delivery load lists, mailing labels, and delivery drop sheets. The level of data redundancy between the mailroom distribution system and the draw and billing business system is high and requires frequent synchronization of information via magnetic tape. Because both systems are heavily dependent on each other, their operation and maintenance creates a variety of problems, chiefly separate inputs which result in potential discrepancies and therefore many more reports than should be necessary.

Other computer applications for Circulation developed in separate stages. For example, the prepaid billing and receivable system for home and mail delivered subscriptions was designed in the early 70's as a batch system, to pass customer credit information to the carrier billing system mentioned earlier. The prepaid system requires considerable clerical support and was designed more as a convenience to customers demanding this service. Because of the clerical support needed, circulation tried for years to keep the number of prepaid customers to a minimum and discouraged the promotion of the availability of the system. But the unexpected steady growth of prepaid subscribers over the years has placed a heavy burden on a system which was not designed for such growth.

The last major systems activity for circulation, a Household Data Base System (HHDB), was developed in 1972 and implemented in the summer of 1973. This address-oriented system contains information for over 750,000 individual dwelling units in the Minneapolis metro area, various suburban areas, and part of St. Paul. It contains not only the addresses for non-subscribers but also maintains information about the subscribers of our morning, evening, and weekend newspapers and related delivery information. Thirty two video display terminals in circulation provide on-line access to this Data Base for the entry of service starts and stops as well as the routing of service errors and message notices.

HHDB is not a comprehensive circulation system. In fact, its main original system design objective was to provide the

advertising departments with address information on non-subscribers.

The purpose was to facilitate requests from retail advertisers for broad coverage of insert and supplement sales in selected geographic areas to subscribers or non-subscribers, or both. As a circulation system, HHDB functions basically as a tool for the fast and accurate processing of start/stop information from the customer to the carrier. Yet this system again is a separate system operating on a different computer, the UNIVAC 1106. Any interaction with other circulation systems is via magnetic tape or by manual means.

All four major circulation computer systems mentioned here today are functional and serve the intended purpose originally defined. Over the years, attempts have been made to enhance and refine these systems with somewhat limited success. It has long been recognized that the non-modular independent and unrelated design approach of the past makes it difficult, if not impossible, to adjust these systems easily to better support changing needs.

Just as computer systems have changed, so have the needs of our circulation and distribution departments. Senior management made the decision more than two years ago to combine the Saturday morning and Saturday evening newspapers into one product called "Saturday."

This move was made to offer advertisers and subscribers a more comprehensive and attractive Saturday/Sunday weekend package. It resulted in substantial changes in our distribution network; administrative complexities increased, involving both the carriers and circulation administration. Every possible effort was made to adjust all four circulation computer systems, but design constraints prohibited the implementation of many requirements. In particular, it has been very difficult to change the extremely fragmented systems from a highly tailored 6-day morning, 6-day evening, 1 Sunday environment to a 5-5-2 environment.

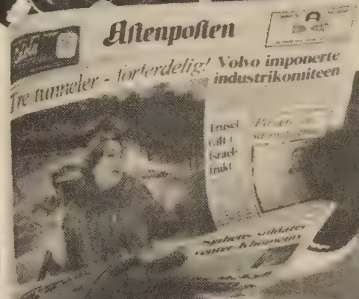
There have been other product changes in the past such as the development of special sections that are pre-printed, and at times, prestuffed with inserts. These special sections, such as our TASTE section in Wednesday's *Star*, or the advanced section of our Sunday *Tribune* involves a variety of tasks which affect not only circulation, the mailroom, and the distribution operation, but also various applications operated on the computer. The objective of getting the newspaper product to the right place at the right time and at the lowest cost becomes more and more difficult to achieve in light of these product changes. Adjusting the circulation computer systems to support these and other product changes is an activity which will continue for

(Continued on page 76)

Wagner is director of data processing, *Minneapolis Star and Tribune*. Excerpts are from his presentation at the recent Dallas, Texas, Circulation Computer Systems Symposium.

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## Minn. design

(Continued from page 74)

some time in the future, Management is considering the possibility of zoning our afternoon paper into Community Zones to offer a more localized newspaper format. This Community Zoning is planned for 1980, and this continued diversity of products caused many problems and is another reason for the added difficulties facing circulation. Limitations in changing our current route network causes circulation and distribution a variety of undesirable problems and may also be a contributing factor to the problem of high carrier turnover. The recruitment of carriers is difficult for several reasons, e.g., a declining student population; other money-making opportunities for youth; and a seven-day commitment for handling deliveries and the time consuming burden of handling collections. A move toward adult carriers as employee salespersons does not resolve the problem, but introduces other issues such as the keeping of wage records.

A more highly desirable solution to the carrier problem would be a major change in our carrier routes to allow flexibility in assigning carriers to morning, evening, and weekend shifts. However, restructuring the present network of delivery routes is impossible with the present route numbering system maintained in three different computers. This highly inflexible numbering structure is a carry-over from the old manual system. Circulation will continue to face this problem of inadequate routing until a more flexible route structure can replace the old system.

Yet another example of the problems facing circulation is a change in the handling of Prepaid Billing. The collection of overdue receivables for Prepaid Billed Subscribers used to be the responsibility of the carrier. This policy was recently changed and the collection of prepaids is now handled from the office. The practice introduced the need not only for more people in circulation, but also for more information from the computer.

There is no doubt that circulation has faced a series of problems which seem never-ending. It has become evident that the computer holds the key to resolving a great many of these problems. However, the present systems are inadequate to respond quickly to these demands. EDP faces the problem of dealing with the repetitive processing of like applications by incompatible, multi-vendor hardware and operating system software, high data redundancy, as well as the lack of integration between related business processes. These factors are recognized contributors to the present information processing limitations, not only for circulation, but also advertising and accounting areas. The present data processing

environment not only prohibits any further expansion into new applications, but makes any system maintenance or enhancement extremely difficult. These difficulties are mainly caused by old and outdated structures of computer files on disk and tape. Also, old application programs are poorly organized and lack documentation. System maintenance and changes are difficult, very costly, and more time-consuming than expected by users and senior management.

Fortunately, our management has learned much about the usage of computers and the effect they have on production and business operations. They have recognized the cause for the limitations of our conventional computer systems and have faced up to the realities of the necessity to upgrade our data processing capabilities to meet the ever-increasing need for timely, comprehensive and accurate business information.

In the fall of 1977, management decided to pursue a course of action leading to the development of data processing systems which would provide generality, flexibility, adaptability, and control. These systems would be highly integrated and designed to support primarily the effective and efficient operation of our circulation, advertising, and accounting departments.

Soon recognizing a lack prior experience in the planning, design and implementation of such a large-scale system, data processing and senior management decided to engage a management consulting firm with a proven track record in large scale systems planning.

The New York-based Diebold Group, together with Star-Tribune representatives from EDP, circulation, advertising and accounting completed an overall system program in March, 1978. This program included a system concept of major application areas, related cost/benefits, and an implementation plan directing the data processing efforts over the next three to five years.

The Overall System program examined, in particular, management's objective of developing a direct subscriber billing capability at the earliest possible date to remove the burden of collection from our 7,000 carriers in the metro area. The Overall System program also established the need for new computer hardware, operating software, and specialized software for the management of data in a highly integrated data base environment.

After the initial step of completing the Overall System program, the same task force participated in the next phase—the General System Design for circulation, advertising, and accounting. The information processing requirements for these three areas were defined in more detail, along with the associated implementation plan and cost/benefits. Completed in July, 1978, this information

formed the basis for the preparation of Requests for Proposal for hardware and software and issued to a variety of vendors. By September of 1978 we had completed a thorough evaluation of vendor proposals. We decided to install IBM 3031 computers or compatible hardware and to operate this equipment with IBM VM, CMS and OS/VS1 high level operating software. Cullinane was selected as vendor of their IDMS/DC Data Base Management and Data Communications System software, along with the integrated data dictionary, report writer, EDP auditor, and other related software. This software operates not only on large computers but also minicomputers if we decide to install our systems in some of our smaller papers.

Management participated heavily throughout these planning phases and played a major role in resolving key issues throughout the planning process. By October of 1978, management and the board of directors approved the design and implementation of a new Central Business System (CBS) whose major component, the Direct Subscriber Billing capability, is to be operational by September, 1981.

The CBS Project currently addresses various development and conversion activities and involves the generation of a family of integrated computer based information systems supporting our business activities in the most efficient and effective manner.

The objectives in more specific terms are to: develop new capabilities in addressing business problems; provide Users and Management with more useful information and better access to data; maintain a greater degree of integration through the use of data base management and data communication system technology, and increase the computer capacity capable of handling future systems growth.

A key component of the new system is the planned integrated customer data base which will support various application areas in a uniform manner and minimize the redundancy of information. This will not be an easy task, but much has been done to reach this goal.

Our project activities cover not only the development of new systems for circulation, including a direct subscriber billing capability, but also a new advertising information system and centralized accounts receivable system. In parallel to this development effort, are various conversion activities involving applications that are not part of the new central business system. Our project team consists of circulation, advertising and accounting representatives, application analysts, data base specialists, documentation coordinators, programmers, and auditors. There are about 20 people on this project including several people contracted from IBM.

(Continued on page 78)

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# **Lockheed Dialog**



## Minn. design

(Continued from page 76)

Our development process is divided into separate phases such as the initial requirements phase, followed by the external and internal design which translates the requirements into formats of input and output to be processed or generated by the computer. Our development and conversion progress is slow and steady and not without difficulties and problems.

Our project status at the present time may be summed up as follows: Two 360/50 computers have been replaced with a 370/158 which we use for handling our conversion and development work. The second computer replacing the Univac 1106 is scheduled for delivery in December of 1980. Most of our operating software is installed and functional; we have completed our requirements definition for circulation and accounts receivable, and expect to finish our external design by November, at which time we will start the internal design; advertising is somewhat behind, by choice, with the requirements definition phase to be completed by the end of this month; most of our market research and other similar timeshare applications have been converted from Univac. Accounts payable is on the new computer, and the

conversions of general ledger, fixed assets, newsprint and other applications are getting started.

Our progress changes continuously, and I must admit that we underestimated the requirements and costs for a variety of tasks.

We expect to start programming our new central business system next spring, and we hope to make our target date of September 1, 1981 to handle the direct billing of our 400,000-500,000 subscribers. We expect to accommodate a data base of over 1 million Households and plan using a total of up to 100 VDT's to handle the on-line access to subscriber info.

We have a long way to go until we are ready to share with you and others the results of our long and difficult effort of replacing our current fragmented circulation systems with a new and highly integrated computer system capable of supporting the ever changing needs in circulation and other opportunities such as the electronic delivery of information in the 1980's.

### IBM offers automated typewriter

The office products division of International Business Machines Corporation

introduced recently a typewriter designed to provide significant increases in typing productivity.

The microprocessor-driven desktop IBM Electronic Typewriter 75 enables typists to store and retrieve words, phrases and pages of typing and provides a number of electronic functions, including revision.

The typewriter features a self-contained 7,500 character memory—equivalent to approximately five average one-page letters—with an optional additional 8,000 characters of storage. The Electronic Typewriter 75 uses a high-density 36,000-bit random access memory chip.

The typewriter is designed for the average typing station with light revision and light repetitive typing tasks.

The Electronic Typewriter 75 automates many time-consuming steps and can assist in improving the turnaround time of correspondence for the principal.

The electronic memory permits documents and/or phrases to be stored in a number of formats. Any of the 26 alphabetic keys can be used to identify documents in storage, allowing fast recall of documents for revision or unattended payout.

The electronic memory also provides for the storage of words, phrases and sentences or short repetitive letters. There are 99 positions in which phrases can be stored. By using various combinations of phrase storage and document storage, information can be merged to produce a personalized letter or document. Formats can also be stored to facilitate the completion of forms.

The unit contains a combination of features: a basic 7,500 character electronic memory, which can be optionally increased to 15,500 characters; document storage; phrase storage for up to 99 phrases; message lights; lighted margin scale; semi-automatic paper insertion; pre-selective phrase play-out; and playback tabs.

The typewriter also provides such familiar automatic functions as error correction, continuous word underscore and erase, column layout, number alignment, indenting, centering and electronic storage of margins and tabs.

A control panel with five keys is used in conjunction with document and phrase storage. These keys allow the operator to store and access text, move to points of change, review, make corrections, and play out error free.

Message lights on the panel serve as aids and reminders to the secretary and are used to indicate the machine status: such as, automatic carrier return, document storage, phrase storage and column layout.

The purchase price is \$2,075 for the IBM Electronic Typewriter 75 with a 7,500 character memory. Purchase price is \$2,300 for the typewriter with a 15,500 character memory.

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# Improved newsprint picture clouded by several "ifs"

By M.L. Stein

The newsprint picture looks slightly better for 1980, much brighter for 1981 and even rosier for 1982.

This was the guarded prediction of six representatives of major suppliers to the California Newspaper Publishers Association board meeting in Rancho Mirage November 1.

The picture, although generally optimistic, was clouded by several big "ifs," centering around the economy, possible paper mill strikes and the consumption rate.

Peter Powell, director of newsprint marketing for Boise Cascade, said there is a possibility of a million ton increase next year because of current surplus and new capacities by various mills.

However, he conceded his figures could be thrown off by an economic downturn and the eruption of labor walkouts.

"Labor negotiations are up in virtually every mill in all parts of North America and Eastern Canada," he declared.

Powell advised publishers to stockpile newsprint in the first half of 1980, pointing out that labor problems are not likely to materialize, if they do, until the third quarter.

But Powell said he expected adequate newsprint supplies in 1980, even if there are strikes, and by 1982, he added, U.S. mills should experience a 35% increase in newsprint production and Canadian mills a 10% hike.

Powell's predictions were partly based, however, on zero or small consumption increases.

Harry Chambers, president of the Crofton Paper Company, picked up on Powell's forecast, saying "1980 looks a little better, our figures indicate we will be able to ship our customers 90% of their 1980 allocations."

Chambers said the general feeling in his company is that there will be an easing of the newsprint shortage in 1980 and a further easing in 1981 due to "new U.S. mills coming on stream, plus hopefully, some reduction in consumption because of the recession."

His parent company, B.C. Forest Products Ltd., is installing a third machine that will be operational in the first half of 1982, Chambers revealed. He said the machine, a Beloit, twin wire, will have a speed up to 4,000 feet per minute and will produce 175,000 tons annually, pushing up B.C.'s total yearly capacity to 435,000 metric tons.

C. G. "Jack" Horner, vicepresident of Crown Zellerbach's newsprint division, said he expected inventories to remain

low for the rest of this year and in the first quarter of 1980. Crown Zellerbach serves the thirteen western states.

According to Horner, second quarter 1980 newsprint consumption will be higher and there is a possibility of strikes in the second half.

Overall, Horner summed up, "1980 will not be much better than 1979, 1981 will bring some relief and 1982 significant relief."

Horner's report appeared to contradict that of an American Newspaper Pub-

lishers Association spokesman who told EDITOR & PUBLISHER last month that ANPA did not consider a newsprint shortage to exist currently.

"Some publishers are in trouble right now," Horner said. "They'll be down to 200 tons by the end of the year, although shipments remain constant." He observed that shortages have hit west coast newspapers harder than those on the east coast.

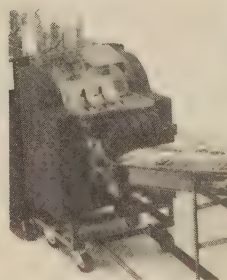
Other producer representatives also announced that their firms are installing new machines or increasing the capacity of existing ones. Wes Souply, of Weyerhaeuser, said a second machine will be placed in its Longview, Washington, plant in 1981 but that half of its ton-

(Continued on page 81)

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# DUMMY converted to IBM 34 at Greensboro (NC) papers

DUMMY, the computerized newspaper page layout system developed at the Baton Rouge (La.) *Advocate and State Times*, has been converted to operate on an IBM System 34 at the *Greensboro* (N.C.) *News and Record*.

The software conversion took less than 10 weeks to complete and David Herbert, program author of DUMMY, along with personnel from the newspaper, completed the project ahead of schedule.

The team dropped off the manifest software from the DUMMY program from the Baton Rouge's program and interfaced the layout aspect of the original DUMMY program to the Greensboro manifest software operating in RPG II language. The Greensboro data processing department had been using the RPG II daily manifest with 60 programs for some time.

The System 34 DUMMY program is now running a day and a half in advance incorporating display retail and national advertising only. In the future the paper plans to add classified display.

Conversion from Digital Equipment's Fortran IV language for DUMMY to the IBM System 34 Fortran IV language, provides for operation in a multi-user

environment. The Greensboro system has been designed to handle two different tab page formats in addition to the regular and classified formats. Also, improvements have been made in the ability of the software to handle ads in a 6 column news/9 column ad format. The system can be used for broadsheet newspapers.

The evening paper at Greensboro averages between 36 and 40 pages per week while the morning paper averages 75 or more pages per week. The Sunday paper averages over 100 pages per week and all of the papers are using the System 34 DUMMY program. Time required to do a computerized layout takes between 15-20 minutes.

System 34 hardware at Greensboro includes 5 terminals with 2 in the advertising department for data entry, CPU storage of 96K which is being upgraded to 128K in November, and 28 megabyte of storage for non-program use. There is also a terminal in the credit department and a matrix printer in the advertising department. Credit checking, payroll, advertising billing and other business functions are handled on the paper's IBM 360/30 system.

Operation of the Greensboro design is

via a menu system in which the operator determines the command to be executed by selecting a number on the VDT screen. The steps of the command are then displayed on the VDT so that the operator can follow them in sequence.

DUMMY essentially automates newspaper page layout. Using a VDT, the operator enters ad data, placement information, and any special requirements. The program keeps track of each ad, performs scheduling and placement, and prints dummies of each newspaper page on the systems line printer.

In addition to providing keyed dummies for the composing and news rooms, the program functions to keep the number of newspaper pages to a minimum, thereby saving costly newspapers.

DUMMY was originally derived from Layout-8, an ANPA program for small newspapers. The expanded program for large newspapers is available from Capital City Press, Baton Rouge, La., for \$3500.

Approximately 15 systems are being installed world-wide with three systems in full operation at the Baton Rouge (La.) *Advocate and State Times*, *Pensacola* (Fla.) *Journal and News*, and the *Eugene* (Ore.) *Register-Guard*.

## Typesetter aids word processing

A low cost, high volume production phototypesetter, Model EditWriter 7900, has been introduced by Compugraphic. The unit is designed to complement the word management capabilities and word processing interfaces of the EditWriter family.

The typesetter offers computerized hyphenation/justification and tabbing programs with an output speed of 50 lines per minute.

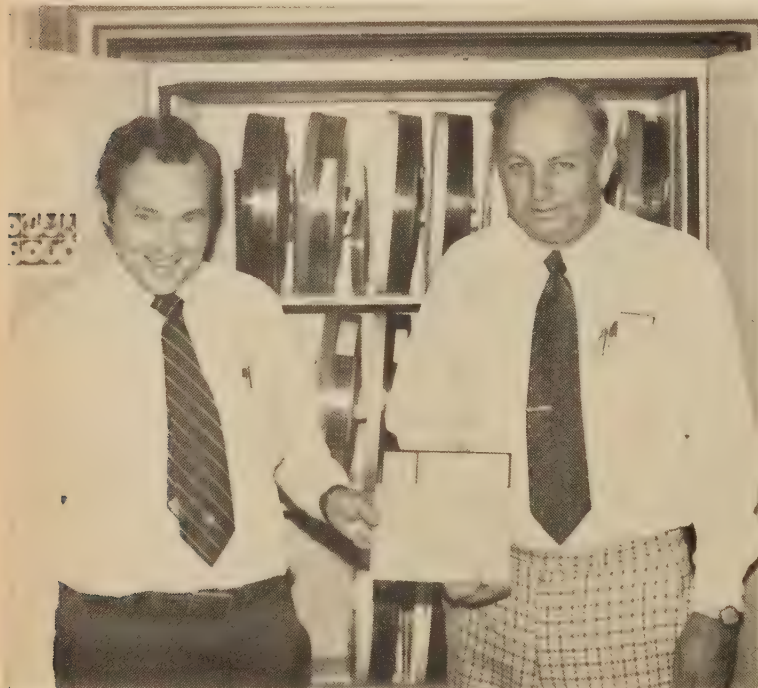
Copy can be aligned with the right margin, left margin or both margins, automatically, with or without hyphenation. The 7900 also provides automatic, floating and typewriter-style tabs.

Input for the 7900 is provided by floppy disks prepared on an EditWriter terminal having a composition management keyboard. The 7900 provides unrestricted base-aligning mixing of eight type styles and twelve type sizes for a total of 96 fonts on line.

## Mass. daily installs direct plate system

Quincy (Mass.) *Patriot Ledger* has installed two 135A platemaking units from Letterflex Systems.

The System 135As feature dry development and recycle. The units are fully automated within each process step, and are capable of producing 35 plates per hour with one operator.



ED BOWMAN, data processing manager (right) and Ed (Bucky) Snider, assistant data processing manager of the *Greensboro News and Record*, display DUMMY diskette. The DUMMY program, received on one 9 track 800 BPI magnetic tape, is approximately equivalent to 25,000 card images. The program was converted to diskette using an on-site IBM 360.

## Newsprint

(Continued from page 79)

nage will go to Japan. Dick Crane, of the Garden State Paper Company, reported that its Pomona, California, mill will undergo a \$27 million expansion which will enable it to increase output by 25,000 tons a year.

Several publishers expressed concern over possible labor troubles at U.S. and Canadian mills. But Dan E. Stryker, president of Powell River-Alberni Sales Corporation, said the 1980 labor situation in British Columbia "looks good." Crane noted that union negotiations at Garden State's Pomona plant will reopen in 1980, but he added that he did not foresee a contract stalemate. The company's New Jersey mill, he said, has a 10-year, no-strike contract.

Peter Powell's concluding assessment was more somber.

"If you look at the number of mills involved in labor negotiations, it adds up to a staggering amount of tonnage," he said.

In another business, the CNPA directors turned aside a request from the association of California school administrators for free public service advertising stressing parental and community cooperation "to provide better learning opportunities for . . . students."

Board members generally felt that CNPA, as a publishers organization, should not favor any special interest group with complimentary advertising, but invited the school administrators to approach individual newspapers in their communities with the request.

"To identify CNPA with a public agency having many controversial aspects would be a mistake," said Norwin Yoffie, general manager of the *San Rafael Independent-Journal*. "We could do it as individuals but not as an association."

Another director termed the ads as "a good cause but a bad precedent."

## Photos donated to broadcast library

The Broadcast Pioneers Library, 1771 N. St., N.W., Washington, D.C., a non-profit organization was the recent recipient of a collection of several thousand photographs of television personalities and programs, along with a group of motion picture stars and scenes.

The donation of the collection, to be called "The St. Louis Post-Dispatch Collection," was arranged for by Nancy Williams Stoddard, chief librarian, and John Archibald, reporter, both of the *St. Louis Post-Dispatch*.

## Top high school J-teacher named

Jackie Engel, a McPherson, Kansas English teacher, was named the 1979 national High School Journalism Teacher of the Year by the Newspaper Fund, Princeton, N.J.

A \$1,000 college journalism scholarship will be awarded to a student from McPherson High School who is judged to have done the best on a written journalistic exercise under deadline. A panel of journalism educators and editors will review the results of that contest, which will be announced at a later date.

The scholarship will be named in honor of Mrs. Engel and will be used by a student who plans a major in news-editorial journalism studies beginning in the fall of 1980.

## Sales manager

Domtar Newsprint announced the appointment of Richard M. Franklin as U.S. newsprint sales manager. Prior to this appointment, Franklin served as Canadian sales manager and most recently, sales manager-northeast region.

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# Professional pollster protects paper from perils of polling

By Andrew Radolf

With the primary season about to begin, newspapers should avoid using opinion polls to predict election results because they can do more harm to their reputations from conducting a wrong poll than they can ever gain in prestige from doing a right one, warns I. A. "Bud" Lewis, director of the *Los Angeles Times* Poll.

"The prestige value of a poll is enormous. Every finding's an exclusive with a bunch of stories," he said. "People quote you and use your name when mentioning your poll. The Times Poll is copied in 40 or 50 papers . . . but an awful lot's at stake. You can do more damage with a bad one than help with a good one."

The greatest danger, according to Lewis, comes from polls which have a "provable" answer.

"If you get into a poll where the answer is who won and by what percent, you're in a situation where any errors are readily apparent," he explained. "If you take a poll on what people think of miniskirts or whether the speed limit should be 55 miles an hour, who's going to prove you wrong?"

Primaries are "far more dangerous to predict than general elections, Lewis believes, because there is "no leavening of party" and the turnout is lower.

"People voting in a primary have the feeling this isn't the final word on the subject so they tend to be more emotional," he observed. "They use the primaries more as a means of expressing themselves than for what they really want in the form of government."

Lewis has been conducting opinion polls for the last 10 years. He came to the *Los Angeles Times* from the Roper Organization Inc., a public opinion and market research firm in New York, and he helped set up the CBS-*New York Times* poll. Lewis also worked as a reporter for NBC radio for 19 years, spending some of that time as a foreign correspondent.

Lewis' duties as director of the *Los Angeles Times* Poll include devising the questionnaire, supervising the field work, designing the computer program that tabulates the gathered information, and analyzing the results.

Statewide polls conducted by Lewis for the Times cover such topics as marriage in California, the controversy between Jews and blacks, energy, how people feel about SALT II, and how Californians rate the performances of their elected officials.

Some of the Times' polls touch more directly on election matters. One recent

poll asked respondents to assess the leadership qualities of President Carter and Senator Kennedy.

"We wanted to see how specifically people were losing confidence in Carter and who had the qualities people wanted," Lewis said of the poll which showed Californians considered "Kennedy to have the strongest leadership qualities."

Another Times poll involving issues in the November 6 election asked California's democrats whom they would choose "right now" for the presidential nomination, Carter, Kennedy, or Governor Jerry Brown.

Although the poll favored Kennedy, Lewis maintained the results do not indicate anything about how an actual primary election will turn out.

"The poll tells how people are feeling at this point in time and does not predict the future," he stated "I know it's (the poll) going to be regarded as a projection even though it can't be. An election situation is much different from a poll. You may not even be talking to someone who actually votes. 90% of the people you talk to might say they definitely plan to vote, but we know only about 50% ever do. I prefer to do a poll on election night and then explain what happened."

For newspapers thinking of starting their own polls, Lewis cautioned, "It's going to cost more money than you think to do it right. Get an expert with a proven record as a consultant and not just the guy who teaches polling at the local college. It's a highly complicated art."

Lewis admitted the Times is paying him "a handsome salary" for his expertise. The paper's editorial department now relies on him and the operation he set up for most of its polls.

The Times still subscribes to several outside polling organizations, but Lewis maintained those services are no longer used much.

He reports to assistant managing editor John Foley for his news stories and also acts as a consultant to the paper's marketing research department.

"They (marketing) do their own surveys but use our facilities. I help with the problems," Lewis added. "Marketing still goes outside to do some things, but they make substantial savings by doing most projects in house. The first thing they did on our (editorial's) system paid for the computer we bought in one crack."

The entire polling operation at the Times is computerized from the generation of random phone numbers to tracking the calls made and compiling data for analysis.

The polling operation uses the circulation department's facilities including a room with 125 phone stations, he said.

"We hire our interviewers from a pool of 50 to 100 people we've trained," he continued. "They usually start at minimum wage and get more if they come back or are a long time member. It's okay to offer incentives, but you don't want to inveigle people into cheating."

The Times pollster said political science students, actors, and "older people" make the best interviewers.

"For 1,500 statewide interviews, expect to spend about \$10,000 in phone calls," he stated. "A handy rule says an interviewer spends 50% of his time getting a completed interview and 50% trying to get one."

The stories for the Times' polls are written by John Skelton, former Sacramento bureau chief.

"Your poll is never truly effective until you've found a good enough writer, someone with a feel for figures," Lewis noted. "You can't be too literal in writing about a poll. You have to be able to see what its significance is."

## Md. judge refuses to close hearing

Within the past several weeks, a federal judge in Texas ordered reporters out of a drug smuggling trial eight times in as many days of testimony while allowing the public to remain.

Conversely, a Caroline County (Md.) Circuit Court judge refused to close a hearing in a murder case involving a 15 year-old boy being tried as an adult.

In the Texas case, the judge was quoted as saying, "It is of continuing consternation to this court that the news media seem to have no concern about whether a trial is fair or serves for the betterment of society." He reportedly blasted the news media, saying he was "astounded and often amazed" at the "lack of comprehension" shown by court reporters and at the "incompetency of the reporting."

Twelve defendants were on trial for allegedly conspiring to smuggle 88 tons of marijuana into Texas on shrimp boats.

In the Baltimore case, the judge agreed with the *Baltimore Sun's* statement that the Evening Sun "has a constitutional right of access to court proceedings and records and it should be allowed to be present in court during any hearing on the defendants motion to suppress evidence, unless the defendant can show that a public hearing will deprive the defendant of his right to a fair trial." The judge denied both a motion to close the hearing and a motion to suppress evidence obtained by police.

The judge, noting that he had read the Supreme Court's opinion, said, "we see no reason why the hearing shouldn't be open."

# IAPA replies to Nicaragua's charges

The Inter American Press Association has told Nicaragua's revolutionary government that it does not recognize frontiers where freedom of information and opinion are concerned.

The statement from the association's Freedom of the Press Committee followed an accusation by Nicaragua's Ministry of Culture that IAPA was interfering in the country's internal affairs because it had requested revocation of a press law the association considers restrictive.

IAPA, at its October assembly in Toronto, passed a resolution urging the Government Junta of Nicaragua, "as a demonstration of its intentions to maintain a climate of full freedom of expression in that country, to repeal the 'Provisional Law on the Communications Media.'"

The Freedom of the Press committee report to the IAPA General Assembly cited that the government junta created by the Sandinista Front in Nicaragua had published two new laws, a bill of rights and a General Provisional Law on the Communications. The report discussion centered one provision in the press statute that newsmen must belong to some national trade union. Such provisions, the report stated, "have raised fears that they could be used to limit press freedom if the government so decided."

Guido Fernandez, chairman of the IAPA Committee on Freedom of the Press and Information and editor of *La Nacion*, Costa Rica, said in a statement this past week in response to Nicaragua ministry's charge of interference:

"We are pained by the attack on the IAPA made by the Ministry of Culture of Nicaragua, particularly in view of the fact that for over a quarter of a century the IAPA took the lead in opposing measures restrictive of freedom of information imposed by the Somozas, father and sons."

Fernandez said the IAPA has not only defended the right of *La Prensa*, edited by the late Pedro Joaquin Chamorro, to publish, it has also defended individual journalists persecuted by the Somozas, among them Tomas Borge, currently Nicaragua's minister of interior and a member of the ruling junta.

"The IAPA's main reason for existence," Fernandez said, "is to defend freedom of expression in the Western Hemisphere, and in pursuit of this objective it does not recognize national frontiers. Otherwise, in its 37 years of existence it would not have been able to fight the excesses of such dictators as Peron, Trujillo, Perez Jimenez, Rojas Pinilla and the Somozas."

"Freedom of expression springs from man's natural gift of reasoning, which distinguishes him from other living beings. Without that freedom, the gift of reasoning would be meaningless. That is why we know that freedom of expression—freedom of information and opinion—is the mother of all other freedoms. When man can express himself freely, through the spoken or written word, he is capable of solving the problems that beset the individual and the society in which he lives."

"Moreover, we recognize the right of the enemies of freedom to express their opinions. In this manner, the enemies are out in the open. They can be opposed in frank and reasoned dialogue, with the conviction that reason and justice must always triumph in the end."

Fernandez concluded by recognizing that so far the revolutionary government has respected freedom of information and opinion but reiterated IAPA's concern that the press law might be invoked in the future.

The Ministry's communique, according to a UPI dispatch, stated that the IAPA request goes against Nicaragua's self-determination and independence; against the government's program and the main documents of the revolution that explicitly defends the right of the Nicaraguans to achieve our self-

determination and independence; suppress imperialist repression and attain national liberation.

The communications media law came into force September 21.

Pedro Joaquin Chamorro Barrios, son of the assassinated editor of *La Prensa* and a member of its board of directors, told Radio Mil October 25 that he supports IAPA's action because the law is ambiguous and in many instances falls into restrictions.

The compulsory membership with the UPN (Union of Nicaraguan Journalists) was defined by Chamorro as "another obstacle to practice journalism, a profession that should be open to all those capable of orienting society."

The final resolutions report of the IAPA's General Assembly in Toronto in October called attention to movements to license journalists and stated opposition to any laws which require the licensing of journalists.

The resolution noted that Costa Rica "continues to limit the practice of journalism to members of an association created by law which has already resulted in the conviction of at least one journalist and that 'Columbia, Venezuela, Nicaragua, Haiti and Panama also now license or otherwise seek to control who may practice the profession of journalism, a movement which is spreading to other countries.'"

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# Reporters given advice on ending burn-out

By M.L. Stein

Hey there, you slumped over the typewriter.

Are you burnt out as a reporter? Frustrated? Ready to hang it all up for a whack at P.R. or real estate?

Hold up on that resignation letter. There may be a way to revive the excitement your job used to generate.

Maybe your problem is that you don't argue enough with the city editor. Or perhaps you're just bored with your beat and need a new assignment. On the other hand, the whole thing could be your boss' fault.

These and other solutions were offered by two editors, a media critic, and ex-reporter turned political aide and a psychology professor at a panel called "A Reporter's Survival Kit or How to Make Your Job Easier and Avoid Burning Out," at the University of California, Irvine.

David Shaw, *Los Angeles Times* media critic, and Norman Cherniss, executive editor of the *Riverside Press Enterprise*, agreed that lack of communication between reporters and editors accounts for much staff discontent.

"Reporters," Shaw said, "spend an awful lot of time complaining to each other and their wives or husbands about how their dumb editors won't let them do this or that. All they have to do, in most cases, is to talk to the editor. First, they'll find he's not dumb and second, not only will he let him do it but he's been trying for three years to find someone to do the story."

Shaw, who disclosed that he frequently, "bitches and complains" to his editors, offered his advice. "The way to avoid burnout is the same way you avoid an ulcer. Don't keep anything inside you. Don't complain to your colleagues over a beer. Take the complaint to the person who can do something about it—the editor."

According to Shaw, many news people labor under the assumption that certain stories are taboo when a simple question to an editor would reveal the subject never has been tabooed.

Cherniss termed communication between reporter and editor "absolutely critical," adding that his newspaper puts in writing the right of staffers to talk to any level of editor without going through channels if a reporter feels it's that urgent.

"Yet," he continued "some reporters don't believe it. Or they can't get up that ounce of courage to do it. Many times these problems can be worked out so simply instead of having them fester and

drive people crazy or burn them out."

Frank McCulloch, managing editor of the *Sacramento Bee*, acknowledged the importance of effective communication but also attributed some burnout to the reporter's failure to maintain enough distance between him and his source. "This is essentially a lonely business," McCulloch explained. "You cannot afford close friends unless they have nothing to do with the conduct of your work. The reporter who forms close friendships with sources he is headed for trouble. To maintain sanity and avoid burnout, you must maintain perspective and distance. In this business, we demand total commitment."

McCulloch also noted that today's newsroom reflects conflicts in society which may contribute to a reporter's burnout. "We have conflict in our values systems," he said. "Should we have open information or privacy? Open information or the right to a fair trial? Society is fragmented and this fragmentation shows up in the newsroom. For example, authority has changed. I can and do give lots of orders but those orders mean nothing unless people are willing to carry them out."

McCulloch added, however, that some cases of alleged burnout are "just a dodge. The reporter does not want to meet his responsibilities and uses the burnout excuse," he asserted.

The dangers of intimate contact with sources also was developed by Stan Otelie, former *Los Angeles Times* and *Santa Ana Register* reporter and now executive assistant to Orange County Supervisor Ralph Clark.

Otelie, who described himself as an example of a burnt-out case as a newsman, said that in his current job he has seen highly competent reporters shatter when public figures they have been covering for years get into trouble and are convicted of crimes. "Those reporters walk away drained and suffering personal anguish," he said "the newsman who only goes in half an inch doesn't have this problem, but he probably won't get as good quality stories either."

Otelie also echoed McCulloch's concern about reporters who are not doing their jobs. "I find that most reporters covering supervisors are marked more by laziness and ineptitude than anything else."

He said "the information is available but they don't want to take the trouble to get it and they don't want to get in that close."

Doctor Jerald Jellison, a University of Southern California Psychologist,

viewed burnout as an almost exclusive problem of the unsuccessful reporter. "Who is likely to become burnt-out?" he asked.

"The reporter who gets a lot of front page stories or the one who is not having success? Material things cause behavior. If somebody is successful, he loves the rat race. It turns him on. If he is unsuccessful he has a different attitude."

Professor Jellison, author of the book, "I'm Sorry, I didn't Mean To and Other Lies," indicated also that editors, seeking to protect their power, are likely to cause staff burnout. He suggested that editors be aware of their reporters' aspirations as a means of creating a better newsroom atmosphere. He advised reporters trying to avoid burnout to develop interpersonal relationships so they can "define the social realities." "We do need other people," he asserted.

Most of the panelists also agreed that burnout can often be staved off by a change of assignment of a reporter who is bored on his beat.

The panel, moderated by Deborah Manning, reporter for KOCE-TV in Orange County, was part of a journalism workshop sponsored by the Orange County Professional Chapter of the Society of Professional Journalists, Sigma Delta Chi.

## Lee enters joint venture in China

Lee Enterprises Inc. will co-own a new company that will handle business in China, called Sino Information Resources Inc. of New York.

The co-owner is BNC Enterprises Inc., which is co-owned by Gordon Jin, a Chinese restaurant owner in Davenport, Ia. and Jin's sister Celine, and her husband, K.C. Fong, in New York.

Sino initially will manage contracts that BNC recently made with government units in China. They include acting as world-wide advertising agent for 50 trade magazines, and exclusive rights to publish and sell an official English-language travel guide to China. Sino also has approval to set up 250 centers in China with videotape facilities where foreign companies, for a fee, can make available films about their products and services.

The idea for the joint venture came as a result of a suggestion by Gordon Jin to Lee's president Lloyd G. Schermer, who patronizes Jin's Chung Ching restaurant in Davenport.

Stephen M. Miller, who speaks Chinese, recently went to China with 12 U.S. travel writers to complete plans for the new company. Miller, who is Lee's director of business research and development, will serve as president of Sino.

## Biography

(Continued from page 14)

paper Advertising Bureau and chairman of its committee on the future of advertising; vicechairman of the International Press Telecommunications Council; a trustee of the ANPA Foundation; and a past member of the executive committee of the ANPA Research Institute.

He is active in state and regional industry groups where he is currently president of the Texas Daily Newspaper Association. He is a member of the Advisory Board for the Henry W. Grady School of Mass Communications at the University of Georgia, the Advisory Council for the College of Communication at the University of Texas and the National Advisory Board of Georgia Tech.

He is a member of the board of directors of the Salzburg Institute for American Studies, the Texas Research League Board of Directors, and the International Advisory Board of Up With People.

He is a registered professional engineer and author of a number of technical and management related articles. He is coauthor of *Creative Approaches to Collective Bargaining*, published in 1965 by Prentice Hall, which is still in use as a college textbook.

## Diversity

(Continued from page 14)

newspaper fields. One of the new directors is Madelyn P. Jennings, vicepresident/human resources, Standard Brands Inc.

Two other "outside" members of the Board are: Myles L. Mace, professor emeritus at Harvard University Graduate School of Business Administration and former vicepresident of Litton Industries; and Stuart D. Watson, chairman and chief executive officer of Heublein Inc., formerly a marketing and advertising agency executive.

He said he feels strongly that the goals of the editor and reporter are the same as the professional investor in the marketplace. "Professional journalists really want to communicate with as many people as possible—so they are interested in circulation growth and readership. These also are the investor's desires because increased circulation produces more advertising and therefore profits grow higher."

Marbut said he does not doubt the future of newspapers is on newsprint. "But it will be no easy chore," he said.

Publishers, he said, must be willing to make tough decisions now so that they will be able to keep their franchises profitable in the long run.

He said this is where associations like SNPA must be geared to help.

EDITOR & PUBLISHER for November 10, 1979



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# McGoff attacks SEC probe as politically motivated

Publisher John McGoff charged (November 6) that subpoenas of the Securities and Exchange Commission for his financial and business records of eight years are an effort "to harass and intimidate a vocal critic of the (Carter) administration" and violate the First Amendment.

McGoff also charged that the administration "is misusing the grand jury and various administrative agencies for improper political purposes."

The subpoenas, his lawyers argued in an affidavit filed in U.S. District Court in Washington, D.C., also violate his First, Fourth and Fifth amendment protections. But the bulk of the affidavit, an "opposition" to an SEC action against him, is based on the first amendment guarantees of freedom of the press.

A summary of the conservative Michigan publisher's political statements over recent years—McGoff also is the co-publisher of the *Sacramento* (Calif.) *Union*—lays the basis for attacking the SEC. The commission, the affidavit states, "is seeking to discover why one of its most strident foreign policy critics in the press is in fact a critic. It wants to know, in short, all the information underlying a dissident's criticism."

"We submit that the government . . . cannot use broad scale, untailored SEC subpoenas . . . to find out what makes him tick."

The response is the latest in a series of local skirmishes between McGoff and the SEC that began last summer when the commission began an investigation on the basis of a South African government report. The Erasmus Commission alleged that he had received \$11.5 million from a secret government fund originally intended to purchase the Washington Star. When that fell through some of the money was used to buy the *Union*, the report alleged.

McGoff has consistently denied that South Africa or any other government has ever had any control over him or his newspapers or that he has ever "fronted" for South Africa or any other government.

The SEC investigation is one of two under way by the federal government. The administration's arm's length policy toward the apartheid regime in South Africa has been criticized by the publisher.

While sharply condemning apartheid himself, McGoff has argued that South Africa is indispensable to U.S. security. Cordial U.S. relations are the best guarantee of nudging it into more democratic policies, he says.

"The SEC seeks to compel disclosure of First Amendment protected informa-

tion from 'political dissidents who criticize the government,'" the suit argues.

The Fourth Amendment, also referred to in the suit, protects people against "unreasonable searches and seizures" so that they may be secure in their persons, houses, papers and effects while the Fifth Amendment specifies that no person can be compelled to be a witness against himself.

The response argues that the object "obviously is to probe John McGoff's mind, as a publisher . . . such an inquiry cannot help but impact injuriously on First Amendment values," according to the defense prepared by attorney Ray Larroca.

President Carter's newly named secretary of education, Justice Shirley Hufstедler, is cited in a key argument by Larroca. In a 1972 case involving a Black Panther newspaper in Oakland Hufstедler, a judge in the Ninth Circuit Court in Los Angeles, wrote that protection of publishers' anonymity is "an integral part of press freedom."

She went on to say that requiring them to disclose their funding sources is "a chilling device."

To require the disclosure of the data

sought by the SEC is must show a compelling interest, Larroca wrote, and in the McGoff case that has not been demonstrated.

The SEC's only grounds for an investigation is the protection of Panax Corp. stockholders, he said. McGoff owns or controls about 43% of the stock of the company, which publishes most of his newspapers, although not the ones in California.

But the SEC has not shown that McGoff's financial details will have much impact on Panax stockholders. Panax was not even mentioned in the Erasmus Report, Larroca points out.

"Nowhere," the suit states, "does the Erasmus Report refer to the possibility of using South African money to purchase Panax shares. Indeed, the name Panax is never used or referred to in the Report. Nowhere does the Report mention or intimate, as the SEC would lead the Court to believe, that McGoff had a general agreement with South Africa for 'purchasing interests in newspapers in the United States.' Nowhere does the Report mention any agreement with South Africa concerning 'Panax operations of financing.' Rather, the Report's sole focus is on three, isolated transactions involving only McGoff, Global and Sacramento."

The other companies, Global Communications and Sacramento Publishing, are wholly owned by McGoff and therefore not under SEC purview, Larroca argues.

## Murdoch buys 12 more Houston weekly papers

News America Publishing Inc., controlled by Rupert Murdoch, has acquired from Panax Corp. a group of 12 weekly newspapers that circulate on a voluntary-paid basis in the Houston suburban and metro market areas.

The papers acquired from Panax claim to have a circulation in excess of 200,000. Murdoch's News America Publishing recently acquired eight other Houston suburban papers, the Benson Newspaper Group, which claims a circulation in excess of 150,000.

Terms of the sale were not disclosed. The sale was effective November 1.

Frank Shepherd, Panax executive vicepresident, said that with the sale of the Texas group, Panax is now in the strongest position, financially and from a management-logistics standpoint, in its history.

"We intend to devote our energies and resources now," Shepherd said, "to making our present group of papers the pride of their communities and the indus-

try. As for the immensely-attractive Houston market, we have always felt that the key to claiming an important place in it would lie in building a circulation base to rival that of the two metro dailies published there. With this acquisition, News America Publishing now has, in my opinion, such a base."

Net revenue for Panax Corporation for the first nine months of 1979 were \$30,372,684 with a net loss of \$115,502 as compared to net revenues of \$26,760,647 with net earnings of \$691,056 during the first nine months of 1978 including a \$586,280 gain on the sale of a printing division.

Third quarter revenues were \$10,153,019 with net earnings of \$879,941. \$671,052 of the net earnings is represented by the net gain on the sale of its Florida newspaper and commercial printing subsidiary and its minority interest in a foreign printing company. These figures compare with revenues of \$8,952,855 and net earnings of \$12,823 during the same period in 1978.

# Syndicates

By Lenora Williamson

## Orphan Annie being re-born December

December 9th will be an historic Sunday in the saga of Little Orphan Annie and the comics pages.

"Annie" is being re-born that day with a new cartoonist/father and a story line as current as the oil shortage and kidnapping and hostage headlines dominating hard news pages.

Of course, in other arenas such as the theater, Annie was re-born to riches with the Broadway musical—"Annie"—now past its 1,000th performance and sold to Columbia Pictures for \$10 million. And some five other companies of the musical are playing around the U.S. and London and Australia.

The new "Annie" in the comic strips will have the double-zero eyes, the dustmop hairdo, and the little red dress—along with Sandy, and Daddy Warbucks, and all the others.

But the story line—judging from the first segment—is as modern as today's headlines and the art shows more animation than any time in the strip's history.

Annie's new adventures are written and drawn by cartoonist Leonard Starr, veteran of some 20 years drawing and writing Mary Perkins' trials and tribulations in the dramatic strip, "On Stage."

For several years now, Chicago Tribune-New York News Syndicate has been re-running episodes from Harold Gray's original "Little Orphan Annie" strips of the 30s, 40s, and 50s. In addition, CTNYN has been banking a tidy percentage of the percentage of the profits of the "Annie" musical for the stage rights to the property.



The new "Annie" is kidnapped.

Robert S. Reed, president of CTNYS, reports that the reception from editors who have seen the new "Annie" has been enthusiastic.

The new Annie's appeal, Reed says, is part art and part story. Leonard Starr has adapted a Gray style from the early 30s

forced to do the housework in the harem to earn her keep.

Starr says of the first episode, "No, I won't tell you how it comes out, but what enemies ever vanquished Annie, Daddy, Punjab and the Asp?"

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CG COMPUWRITER JR. CG 7200, CG Compuquick processor. Four film strips for Jr. 15-20 for 7200. Available immediately. Excellent condition \$8000 for whole package. Call Rober Porter (208) 356-5441.

BUY OR RENT keyboards, any duration, also stocking VIP-505 Linofilm parts. Buying terminals and typesetters. (313) 758-0480.

COMPUWRITER II Jr. T.G. serial number 5002, with 6 fonts for sale. Excellent condition. Have upgraded Compugraphic equipment. \$3750. Call Roger Miles, (617) 746-5555.

COMPUWRITER I, sacrifice, need room for other machines. Best offer. Woodford Publishing Co., Metamora IL 61548. (309) 367-2335.

COMPUGRAPHIC Unified Composer and Uniscan. Approximately 3 years old. Excellent condition. Where is, is. Available March 1980. Two 2961s where is, is. Call John Ashcraft, The Enquirer Journal, PO Box 70, Monroe NC 28110. (704) 289-1541.

COMPUSCAN Alpha Scanner—reconditioned, soft drive. Does not include punch. Call (713) 744-3611 ext 14, Dale or Billy.

TYPESETTING department for sale, still running and will close in one week. Two Compugraphic 4961LT, 1 Compugraphic 2961LT, etc., very reasonable. Call New England Printing Machinery, (617) 475-3210.

## EQUIPMENT & SUPPLIES

### PLATEMAKING

USED NAPP equipment  
Washers-Dryers-Burners  
Beck Auto Bender & Trimmer  
Lewiston Morning Tribune  
505 C St, Lewiston ID  
(208) 743-9411 Ext 211.

LETTERFLEX SYSTEM 135 includes 2 exposure towers and 2 plate processor units, 1 recycler unit. Some spare parts. All equipment in excellent condition. \$45,000. Contact Industrial Engineering Department, Copley Newspapers, 7776 Ivanhoe Av, La Jolla CA 92037. (714) 454-0411

### PRESSES

22 1/2" CUTOFF GOSS HEADLINER, 4 units  
2 half decks, 2 to 1 folder, available now,  
21 1/2" cutoff Hoe Colormatic, 3 units, 2  
half decks, available now.  
4 Wood Autopasters.  
2 new Goss web width 55" or 56" cut down kit.  
2 Goss double balloon forms, 1 is 23  
3/4" cutoff, 1 is 22 1/2" cutoff.  
2 4 unit Goss, Community oil bath  
22 1/2" cutoff Hoe color convertible 4 units,  
available now.

Goss Suburban, 2 units, and folder.  
3 Wood single width reel tension pasters  
available now. Now in our warehouse  
cleaned and painted or rebuilt.

4 unit Harris V22.  
3-1 unit Harris V22, and folders.  
4 unit Harris V15A.  
4 unit Mergenthaler.  
1 Gregg imprinter.  
BRAMBLE PROFESSIONAL PRESS INC  
Route 2, Box 2285, McAllen, TX 78501  
(512) 682-7011.

COTTRELL V-15A, 3 units/folder.  
Cottrell V-15A, 2 units/folder.  
Cottrell V-15A add-on units (3).  
News King 2 units/folder.  
News King add-on unit—1972  
Color King folder, 30 h.p. drive  
Hantscho, 22 1/2 x 36, 2 units/folder  
Magna Cut label machine  
Custom-Bilt 3 knife rotary trimmer—1975.  
INTER-WEB SYSTEMS  
1836 Woodward St  
Orlando FL 32803  
(305) 896-4330 Tele 56-7471

1 GOSS COMMUNITY add on unit  
Grease type, excellent condition.  
2 1972 Daily King add on units with  
roll stands.  
1 Reconditioned Color King folder with  
30 HP GE drive.

Call or write:  
CONTINENTAL PRINTING MACHINERY  
7881 Mastin St, Ste 201  
Overland Park KS 66204  
(913) 432-8276

COTTRELL V-22, 4 units, JF-4 folder  
with double parallel.  
Cottrell V-25 folders, JF-1  
Cottrell V-25, 4-10 units.  
Cottrell cross drive assembly.  
Cottrell Vanguard V-15, 2 units.  
Fairchild Color King 5 units, 1968.  
Goss Community add-on units, 1969-76.  
Goss Suburban 1500 series folder.  
Goss SU folder, double parallel.  
Goss Suburban, 8 units  
Goss Suburban add-on units.  
Goss SC folders.  
Goss folders: Urbanite, Suburban, SU.

Goss Urbanite folder, 1970.  
Goss Urbanite 1/4 folders.  
Goss 4, 6, 8-position roll stand.  
Gregg flying imprinter 22 1/2".  
Finco motor and control 40 and 75 HP.

WANTED: Newspaper equipment and complete plants

IPEC, INC.  
401 N. Leavitt Street  
Chicago, Illinois 60612  
(312) 738-1200 Telex 25-4388

MARK I HEADLINER, 25% by 72" 2:1  
double folder, color half deck, 6 flying  
pasters. IPEC, INC., 401 N. Leavitt St,  
Chicago IL 60612. (312) 738-1200.

### CONTINENTAL PRINTING MACHINERY

We sell presses as is, or reconditioned.  
Move your press, install and train on all  
makes and models web offset and letter-  
press. 25 years experience. CONTACT:  
Ken Langley

7881 Mastin, Ste 201  
Overland Park KS 66204  
(913) 432-8276

## EQUIPMENT & SUPPLIES

### WANTED TO BUY

IBM COMPOSER, IBM ESC, IBM fonts,  
IBM; camera, N. Gregory, 343 Clive Ave.,  
Oceanside, NY 11572. (516) 764-2250.

FERAG counter stacker in good condition.  
Must see in operation.  
Box 27787, Editor & Publisher.

SHERIDAN 48P or 72P inserter.  
Must see in operation.  
Box 25954, Editor & Publisher.

GOSS COMMUNITY OIL BATH with SC  
folder unit separate. Box 1983, Editor &  
Publisher

NEED 1500 SERIES GOSS SUBURBAN  
4 to 6 UNITS.  
BOX 200, EDITOR & PUBLISHER.

STA-HI 257 or  
251 COUNTER STACKER  
Box 25955, Editor & Publisher.

LATE STYLE  
COTTRELL V22/25 AND 845  
BOX 273, EDITOR & PUBLISHER.

### ACADEMIC

DIRECTOR  
National Fellowships for Journalists  
The University of Michigan

The Department of Communication at The University of Michigan, Ann Arbor, is seeking a Director of its National Fellowships for Journalists Program, starting with the Fall term, 1980-81. Fellowships bring 12 to 15 experienced journalists to Michigan each year for individually designed courses of study. Applications invited from journalists with substantial professional credentials. Applicants for Director should have an appreciation of the importance of mid-career education for journalists. They also should be familiar with the structure, organization and objectives of a university and be able to work closely with faculty and scholars in a variety of humanistic disciplines. Joint appointment to the faculty of Communication also may be arranged. Inquiries and applications should be addressed to Peter Clarke, Professor and Chairman, Department of Communication, The University of Michigan, Ann Arbor, Michigan 48109. The University of Michigan is a non-discriminatory, affirmative action employer.

JOURNALISM/MASS COMMUNICATIONS  
—Seeking Division Director with solid academic qualifications and professional experience to lead a well-established program in Journalism and to administer an inter-divisional program in Mass Communications. The appointment will begin in Fall, 1980. In addition to teaching competency in various sequences of Journalism and Mass Communications, the candidate we seek must be capable of interrelating Journalism and Mass Communications within a newly formed College of Communications and Fine Arts. Creative leadership, devotion to scholarship and a commitment to excellence are the challenges and expectations projected for this position. Qualifications preferred: earned doctorate, professional media experience, and a demonstrated record of distinguished achievement. Salary and rank competitive and dependent upon qualifications. The closing date for receipt of applications, including current resume and references, is December 3, 1979. Write: Office of the Dean; College of Communications and Fine Arts; Bradley University, Peoria, Illinois 61625. Bradley University is an Equal Opportunity/Affirmative Action employer.

GROWING, professionally-oriented Journalism Program seeks Assistant or Associate Professor of Journalism starting August 25, 1980, or earlier. Minimum of three years professional experience in print or electronics media and MA required. PhD preferred. Metropolitan location. Send resume to: Dr. Edward J. Pappas, Chairman, Department of Speech Communication, Theatre and Journalism 585 Manogian Hall, Wayne State University, Detroit MI 48202. An equal opportunity employer

## EQUIPMENT & SUPPLIES

### WANTED TO BUY

CHESHIRE and Phillipsburg any condition.  
Call collect Herb (201) 289-7900 A.M.S.,  
1290 Central Ave., Hillside, NJ 07025.

MAKING market in Mark I, II, III Photon Pacesetter. The Lookout, POB 205, Hopewell Junc NY 12533. (914) 226-4711.

SYNTRON JOGGERS, model J-50a, 17" x 22" for Sheridan inserter. Box 30799, Editor & Publisher.

ALL TYPES OF COMPOSING EQUIPMENT for top cash prices regardless of condition or age. Will pay for pickup and transportation. Phone (800) 521-5587 or in Michigan (313) 865-7805.

SYNTRON JOGGERS  
for Sheridan 48-P inserter,  
Box 31041, Editor & Publisher.

TWO 3 knife trimmers and gluers for Goss Community Suburban folders 1976 and 1978. (800) 843-6805, K A Lensen.

BEST \$\$\$ FOR YOUR METAL TYPE.  
Lead Department Commercial Metals Co.  
Box 1046 Dallas, Texas 75221  
(214) 631-4120 Ext. 215

# Help Wanted . . .

### ACADEMIC

OHIO STATE UNIVERSITY'S School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1980-81, while working on a master's degree, beginning Autumn 1980. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus OH 43210, (614) 422-7438.

PROFESSOR OF JOURNALISM sought for the permanently endowed Allison Chair of Journalism being created at Midland College in Midland, Texas. Applicants should have a degree in Journalism, college teaching experience, and be a published professional writer/journalist. Midland College is a fully-accredited comprehensive community college with 2500 students and a newly-completed 115-acre campus, located in a sophisticated city of 75,000 with excellent climate and living conditions. Salary \$35,400,000 annually, plus many benefits. Submit full resume to: Dr. Don Hunt, Vice President for Academic Studies, Midland College, 3600 N. Garfield, Midland, Texas 79701. Midland College is an equal opportunity employer.

THREE FACULTY POSITIONS to teach in (1) advertising, (2) news editorial, (3) public relations; all are tenure track. First 2 positions are at assistant-associate level with academic year salary range of \$17,940 to \$24,828. Third position is assistant professor with salary range to \$19,680. Appropriate, significant professional (non-academic) experience required for each position. PhD strongly preferred. Application deadline: December 31, 1979. Contact Professor Frank S. Holowach, Chairman, Personnel Committee, Department of Journalism, San Diego State University, San Diego CA 92181. Affirmative Action/Equal Opportunity/Title IX employer. SDSU does not discriminate against handicapped persons

### JOURNALISM

Tenure-track position available September 1980 with specialty in advertising to head up advertising sequence with goal of being first A.C.E.J. accredited advertising sequence in Indiana. Teaching assignment will include advertising and related courses. MA plus 5 years in advertising required. Earned doctorate or active candidate and some college teaching preferred. Salary and rank dependent on qualifications. Send resume to: Dr. Mark Popovich, Chairman, Department of Journalism, Ball State University, Muncie IN 47306. Application deadline February 1, 1980. Ball State University practices equal opportunity in education and employment.

## HELP WANTED

### ACADEMIC

#### DIRECTOR OF MASS COMMUNICATIONS

Position Description: Head of Mass Communications area, offering a B.A. in Radio-Television-Film and Journalism and an M.A. and Ph.D. in Radio-Television-Film. Duties include administration of a strong Liberal Arts program with approximately 500 undergraduate majors and 175 graduate students. Position available August 15, 1980. Rank and salary open depending upon qualifications.

Ph.D. in an appropriate field is required. Demonstrated ability in administration, at least five years teaching experience, and an interest in the development of an M.A. program in Journalism. A strong research background in one or more of the following areas is preferred: (1) Law of the Press (2) Media Regulation (3) Mass Communications Theory.

Submit letters of application, resume and three letters of recommendation to D. Logan, Chairman, Search Committee, Department of Speech Communication, Theatre and Journalism, Wayne State University, Detroit, Michigan 48202. Applications must be received by February 15, 1980.

An equal opportunity/affirmative action employer.

**CENTRAL MICHIGAN UNIVERSITY** is seeking an individual to provide support for campus and off campus functions of the Office of Alumni Relations, available January 1, 1980. Bachelor's degree or an equivalent combination of education and experience. Two years experience in administrative support, with emphasis on journalistic work and/or public relations. Ability to work independently and be innovative in developing alumni programs. Starting salary: \$14,800-\$18,125, commensurate with experience. Excellent fringe benefits. Submit resume and two references by November 23, 1979 to: Personnel Office, 109 Rowe Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an affirmative action and equal opportunity institution.

**GRADUATE ASSISTANTSHIPS**—Pennsylvania State University School of Journalism is seeking applicants for master's program with three or more years' media experience. Half-time graduate assistantships for 1980-81 academic year paying a stipend and full tuition are available for best qualified applicants. Write for details to: Chairman, Graduate Studies, School of Journalism, 188 Carnegie Bldg., University Park PA 16802.

**JOURNALISM COORDINATOR** to provide leadership in development of existing undergraduate program and an introduction of professionally-oriented graduate program. Terminal degree, professional experience, teaching and administrative ability. Experience with grant proposals helpful. Rank and salary commensurate with qualifications and experience. Write to: Chairman, Journalism Coordinator Search Committee, Department of Communications, PO Box 248127, University of Miami, Coral Gables FL 33124 by 12/1/79. The University of Miami is an equal opportunity/affirmative action employer.

## HELP WANTED

### ACADEMIC

**PHOTOJOURNALIST** who can teach undergraduate courses in basic photography, basic and advanced photojournalism, multimedia photography, photo editing and specialized photocommunications. Temporary position starting either Spring 1980 (January 15) or Fall 1980 (August 18). Must have BA or equivalent degree and substantial professional experience. Graduate degree preferred. Closing date November 15, 1979. Send resume to: Chairman, Department of Journalism, California State University, Fresno CA 93740. Equal opportunity employer.

### ADMINISTRATIVE

**NEWSPAPER MANAGEMENT CAREERS** Major metropolitan Zone 9 newspaper is looking for people who desire newspaper management careers. We are currently looking for first line circulation managers. Salary range \$25,000 plus with advancement opportunities.

College degree desirable, especially in business or marketing-related fields. Management experience in lieu of degree is required.

People without prior newspaper experience will be considered if they have solid academic and/or work background.

People with medium and small newspaper management experience encouraged to apply. Minorities and females encouraged to apply.

Located in the Northwest's most livable city. Apply now—early applications will be given priority. Send resume and cover letter to SP 31042, Editor & Publisher.

An equal opportunity employer M/F/H.

## HELP WANTED

### ADMINISTRATIVE

**GET OUT OF THE COLD** and into the operations of this small Old South Louisiana weekly near major city. Don't spend another winter in snow and ice but move now to the glorious Sunbelt. Need aggressive man, woman, couple to publish this 100 year old weekly and to establish self in community. Write PO Box 279, Zachary LA 70791.

**BUSINESS MANAGER**—Accountant with a future for 10,500 daily in Zone 6. Be prepared to learn and grow with one of nation's major groups. Box 31027, Editor & Publisher.

**WANT TO BE YOUR OWN BOSS?** Grab this unique combination for an ad salesperson/writer with management possibility. Zone 7 location with three weeklies gives aggressive, talented person the chance to shine. Salary commensurate with experience and desire to produce. Profit sharing or ad commission plan included. Contact Jim Odermann at (701) 872-4111, Box 156, Beach ND 58621.

### ADVERTISING

**WEEKLY NEWSPAPER** chain seeking aggressive salesperson. Must have experience and desire to get ahead. Salary will depend on your past records. Health and life insurance, vacation time paid holidays. We're located in Oswego County between Lake Ontario and Oneida Lake central New York State. Sell yourself in a letter to me and I'll send you copies of our papers and a map of the area. Rodney Hall, RD #1 Box 275, Central Square NY 13036.

# MANAGEMENT POSITIONS

## ADVERTISING

### NAM To \$28,000

For metro daily located in the southeastern United States. Property is part of a progressive newspaper chain. Will report to the ad director and supervise a staff of ten. Degree preferred but will waive in lieu of experience in national and co-op advertising management. Prefer someone from a competitive marketplace.

### RAM To \$27,000

For 50,000 daily located in the midwestern United States and part of a major newspaper chain. Will report to the ad director, supervise a staff of thirty. Degree required; advanced business degree highly desirable. Experience in national advertising would be most helpful.

### AD MANAGER To \$30,000

For major weekly newspaper located in the midwestern United States. Position reports to the general manager. Prefer someone from a competitive marketplace with strong weekly background. Degree preferred but not required. Must be strong administrator with a good background in marketing and sales management.

### AD DIRECTOR To \$25,000

For 30,000 daily located in the southeastern United States and part of a progressive newspaper chain. Will report to the publisher with complete responsibility national, retail, classified. Degree preferred but not required.

## CIRCULATION

### STATE CIRC. MNGR. To \$30,000

For large metro located in southeastern United States. Will report to the circulation director and should have background and experience with independent distributors. Should have prior experience in metro market and be able to function in a competitive environment. Degree preferred but not required.

### CIRCULATION MNGR. To \$27,000

For 75,000 daily in the midwestern United States and part of a progressive newspaper chain. Supervise staff of 25 with a district manager organization. Property is combined daily. Should have prior circulation management experience with comparable size daily.

### CIRCULATION MNGR. To \$20,000

For 30,000 daily located in the midwestern United States. Position reports to the circulation director and must be people and sales oriented. Property is part of a progressive newspaper chain and offers above average growth potential.

### CIRCULATION MNGR. To \$18,000

For 15,000 daily located in the southwestern United States and part of a major newspaper chain. Position reports to the publisher. Degree preferred but not required. Prefer someone with experience as number two man in medium size daily looking for growth and opportunity.

For information call  
Patrick Quinn

215-565-0800

**GORDON WAHLS**  
Executive Search

610 E. Baltimore Pike, Media, Pa. 19063

## HELP WANTED

### ADVERTISING

**ADVERTISING DIRECTOR** DAILY 10,000 daily plus Sunday in the Great Northern outdoors Zone 5, we want a professional Ad Director who is goal and budget oriented, well organized and promotion minded, you must have a minimum of 3 to 5 years newspaper sales management experience. Please send resume and cover letter with salary requirements to Box 30848, Editor & Publisher.

**SHOW US** by your track record what you can do for us. We can do only one thing for you—pay you well. If you are presently successfully employed in advertising sales and want an opportunity to sell even more—write us today. This ad will run only once and the position will be filled in the next 10 days (Zone 5 weekly). If you are interested write Box 30951, Editor & Publisher.

### ADVERTISING MANAGER

We want a strong leader to motivate a capable 11 member staff, get maximum revenue from an affluent market, apply market research to our sales efforts, maintain personal contact with major advertisers. Excellent salary, benefits, future. Additional responsibilities as top performer. Circulation 38,500 and growing. Write Rochester Post-Bulletin, 18 First Av SE, Rochester MN 55901. Bill Boyne, general manager.

### ADVERTISING SALES DIRECTOR

The Pulitzer Prize-winning Sun Newspapers of Omaha are seeking an individual with proven sales and managerial background to head up all advertising sales divisions for 7 paid and 5 free weekly newspapers.

We're an innovative newspaper company that values well managed and motivated personnel. If you have energy and enthusiasm to accompany your record of success, we have the challenge and rewards for a career executive.

Omaha is an environmentally sound city with surprising cultural advantages. Excellent pay and fringes, excellent working conditions. This is an opportunity to grow with a solid, well-established company. All inquiries treated in confidence. Write to Richard Kreuz, Assistant Publisher, Sun Newspapers, 4875 F Street, Omaha NB 68117, or call (402) 733-7300.

### "FLORIDA OPPORTUNITY"

As Retail Ad Representative This is your chance to sell in the nation's fastest growing market and enjoy the sun coast lifestyle

- If you:
  - Are a professional with at least 5 years newspaper experience
  - Know how to use market data
  - Have a proficiency in developing new business
- Want to build your career in a fast paced retail selling market, send your resume today to Dick Mitchell, Ft Myers News-Press, PO Box 10, Ft Myers FL 33902.

### ADVERTISING DIRECTOR

Major Sunbelt daily seeks experienced advertising executive with knowledge of all advertising and promotional areas. Retail advertising marketing will be emphasized. Degree and previous experience with a major metropolitan daily is required. Salary to \$50,000. Please call or mail your resume in strict confidence to Mike Langford.

### EXECUTIVES WEST

4222 East Camelback Road  
Suite 2001  
Phoenix, Arizona 85018  
(602) 952-1204

**WANTED**—Ad rep with proven ability who has what it takes to go all the way to the top, through sales. Working at one of the fastest growing, largest community shoppers in the country. Located 30 minutes from Manhattan. Applicant must be ambitious, enthusiastic and have a lot of self confidence based on very successful, even though limited, experience. If you're really good, you'll make very desirable money on the way up. Excellent career opportunity for right person. If interested, write and tell us why. Also, send resume, salary background and requirements to Box 30889, Editor & Publisher.

Place your bet on E&P Classifieds! We bet you'll be satisfied

Call for rates and info  
(212) 752-7050

## TEMPLE UNIVERSITY

### Department of Journalism

Assistant or Associate Professor to teach in Advertising Sequence starting January 1980. Ph.D., teaching experience, scholarly publications preferred. Professional experience required. Tenure track position. Salary competitive. Application deadline December 1.

Tenure track positions for September 1980. Preference will be given for teaching skills in law, reporting, editing, advertising, magazine, graphics. Ph.D. teaching experience, scholarly publications preferred. Professional experience required. Rank and salary open depending on qualifications. Application deadline December 18.

Send letter of application and credentials to Paul W. Sullivan, Chairman, Search Committee, Department of Journalism, Temple University, Philadelphia, PA 19122.

An Equal Opportunity  
Affirmative Action Employer



**HELP WANTED****ADVERTISING**

**SALES DIRECTOR**  
Dynamic 6 year-old Fingertakes weekly seeks experienced manager/promoter to take over sales staff of 6 and expand current gross of \$300K. Duties include hiring, training, initial selling of large accounts, promotion. This publication is constantly expanding and offers satisfying, challenging career in beautiful location and friendly atmosphere. Ownership considered. Send resume, salary requirements to Box 30970, Editor & Publisher.

WE WANT a person who can sell. We simply don't give a darn about other qualifications. Produce and you make money—if you don't sell we fire you. We want to grow rapidly. Only those people who are presently engaged in advertising sales will be considered. We're an Ohio growing weekly. Write us at Box 30941, Editor & Publisher.

**CIRCULATION**

**MEDIUM SIZE daily** on Florida's west coast needs an assistant to the circulation manager. We prefer ability and the desire to succeed over years of experience. Excellent opportunity for the right person. Write Box 31067, Editor & Publisher.

**ARE YOU** a district manager at a small to medium paper and want to grow in the circulation field? Feel boxed in and want to manage a department in the next 2-3 years?

We need a strong district manager who is ready to be brought along as one of our group's department heads. Only shirt-sleeved individuals need apply to work hand-in-hand with the circulation director.

We offer good compensation and a generous benefit package. Send resume with references to Box 31070, Editor & Publisher.

**CIRCULATION MANAGER—13,173 circulation 6 day morning paper Zone 5.** Need aggressive leader with selling, organizational and creative abilities. Excellent management opportunity and good benefit program. Send resume with salary history and references to Box 30938, Editor & Publisher.

**CIRCULATION MANAGER** for a 9000 5 day PM newspaper and 21,000 weekly. We are looking for a shirt sleeve manager who will be involved in all facets: sales, service, motor routes, mailroom, computer input, etc. We are a member of a rapidly growing 10 newspaper family-owned chain. Our benefits include profit sharing, life, health and dental insurance and a solid future. Send resume to Paul Zilly, Daily Crystal Lake Herald, PO Box 250, Crystal Lake IL 60014.

**CIRCULATION MANAGER—Opportunity** to step into full management of circulation distribution and sales. Small 6-day daily (5 PM and Saturday AM) plus weekly TMC in pleasant recreation community on beautiful Michigan shoreline. Send resume and salary requirements in confidence to General Manager, South Haven Daily Tribune, South Haven MI 49090.

**DISTRICT MANAGERS**

Cold weather got you? Feel stymied, no future? Are you working in a depressed market? Maybe we have an answer for you. We are seeking people who have been in the Circulation Field just long enough to realize they like it. We are not necessarily looking for a great deal of experience, but rather an understanding of what it takes to get the job done. (We won't reject experience from a down to earth, hard worker, but we don't need desk jockeys.) We can offer you employment with one of the nation's largest newspapers, a good salary, with opportunity of advancement (if you earn it), insurance, retirement, holidays, vacations, sun, salt, fresh water fishing and the fastest growing metro area in the country. Why not take a few minutes to drop me a resume? Be sure to state present earnings and be assured your inquiry will be in confidence. Equal Opportunity Employer Male/Female. Box 31110, Editor & Publisher.

**SUPERVISOR AND DISTRICT MANAGER** positions available for experienced circulators in fast-growing, dynamic, competitive market. Excellent salary, benefits and career opportunities. Applicants should be experienced in Little Merchant system, recruiting, carrier collections and promotion in competitive market. If interested please send resume to:

**PERSONNEL DEPARTMENT  
ROCKY MOUNTAIN NEWS  
BOX 719  
DENVER CO 80201**

**HELP WANTED****CIRCULATION**

**CIRCULATION SUPERVISOR** for Zone 9 medium-sized daily. Proven track record of circulation skills with ability to meet sales goals. Previous responsibility for district manager staff helpful. Salary package to \$22,000 plus benefits. Send resume to Kay Gause, Personnel Manager, Yakima Herald Republic, PO Box 9668, Yakima WA 98909. We are an equal opportunity employer. Women and minorities are encouraged to apply.

**MANAGER** for the state operation of a medium size newspaper in Zone 4. Must have at least 3-5 years experience and be capable of supervising and working with others. Send resume and salary requirements to Box 31026, Editor & Publisher.

**OPENING** in the spring for circulation manager for 11,000 6-day daily with TMC shopper in Zone 3. Good benefits and chance to move up in aggressive group of newspapers. Send resume and salary requirements to Box 30976, Editor & Publisher.

**CIRCULATION MANAGER**

for Arizona group daily weeklies, TMC Growing area. Good fringes. Write Doug Schoenick, Business Manager, Casa Grande Valley Newspapers, Box 639, Casa Grande AZ 85222

**CLASSIFIED ADVERTISING**

**CLASSIFIED PHONE ROOM** supervisor for 40,000 daily in Zone 9. Experienced supervisor with emphasis on employee training and sales goal achievement. Responsible for staff of 6; modern equipment with VDT input and typesetting. Salary commensurate with training and experience plus fringe benefits package. Send resume to Box 31045, Editor & Publisher. We are an equal opportunity employer.

**TIRED OF TRYING** to break even in a stagnant market? We need someone to manage the classified department of our 16,000 circulation daily. Growth potential unlimited! Must be familiar with VDT phone room, computerized display transactions, and willing to handle some accounts. Send resume and salary requirements to Box 31052, Editor & Publisher.

**DATA PROCESSING****COMPUTER PROGRAMMER**

The New York Times Affiliated Newspaper Group is looking for a programmer/analyst to handle software development and maintenance for on-line oriented business and production systems. Will design, code and analyze programs and assist in training. Experienced with HP, DEC, NCR and IBM system 34 hardware a definite plus. Some traveling involved. We offer an excellent benefits package and competitive salary commensurate with your background. Send your resume and requirements in confidence to: Personnel Department, New York Times Affiliated Newspaper Group, PO Box 408, Lakeland FL 33802. Equal Opportunity Employer M/F

**COMPUTER TECHNICIAN**

An immediate opening exists for top notch Computer Technician to maintain ATEX, AUTOCLOS, COMPUUSON, DE AND RAYCOM systems. Experience in these areas preferred. 4-day work week. Salary to \$19K plus overtime and differentials. Send resume to Michael Gusky, Technical Services Manager, Dallas Times Herald, PO Box 225445, Dallas TX 75265.

**COMPUTER SYSTEMS****MANAGER**

The New York Times Affiliated Newspaper Group is looking for an experienced computer hardware-software generalist to oversee, coordinate and manage its various system resources. At least 10 years experience in project planning, systems analysis, design, development and implementation. Experience with HP, DEC, NCR and IBM system 34 hardware a definite plus. Experience with production and business systems desirable. The successful candidate must have oral and written communications skills to deal with all levels of management. 50% traveling involved. We offer an excellent benefits package and competitive salary commensurate with your background. Mail your resume and requirements in confidence to: Personnel Department, The New York Times Affiliated Newspaper Group, PO Box 408, Lakeland FL 33802. Equal Opportunity Employer M/F

**HELP WANTED****DATA PROCESSING**

**SYSTEMS MANAGER**  
NORTH CAROLINA COASTAL DAILY  
New installation 41 terminal ATEX front-end system and 6 terminal IBM S/34 Business system. Manager will work as department head on same level with news, advertising, accounting and production. Must have newspaper background, thorough understanding of systems operation, hardware, and software, programming and analysis, and of systems department's role in timely, quality production of daily newspaper and financial data. Send resume, references and salary history to:

Publisher  
Star News Newspapers  
PO Box 840  
Wilmington NC 28402

**DATA PROCESSING MANAGER**

Little Rock, Arkansas based newspaper group needs DP Manager. DEC hardware, RSTS/E OS Seeking newspaper background with circulation computer system experience. Ability to manage people and work with top management and DP users is essential. Send resume and salary requirements to: Allen Berry, WEHCO Media Inc, PO Box 2221, Little Rock AR 72203

**LEARN** how an E&P Classified can put you to work; sell or seek equipment, products and services; or maybe find that profitable weekly you've wanted to own.

**EDITORIAL****HELP WANTED****EDITORIAL**

**DARKROOM PHOTOGRAPHY—Magazine** seeks experienced freelance writers for special assignments. Send photographic writing samples to S R Keller, 609 Mission Street, San Francisco CA 94105.

**CITY EDITOR** with winner mentality to lead and motivate 7-member staff on growing, aggressive, 30,000 circulation, 6-day afternoon daily in Zone 8. Mastery of grid layout principles a must. Send resume, work samples and references to Box 30942, Editor & Publisher.

WE NEED a managing editor who can assume the leadership role of 12 person staff. Can you? Our company owns 10 suburban newspapers: 1 daily, 2 tri-weeklies, 7 weeklies. The job opening is managing editor of the 2 tri-weeklies. We are a very aggressive organization, 22 years old, 240 employees, 8 offices, full front end UTS systems, UPI wire service. We are conservative and community oriented. Our corporation is highly respected. We are moneymakers. Classy organization! This office won 2 national awards in 1978. The best of benefits. Zone 5. Send complete resume with personal character reference. Box 30878, Editor & Publisher.

**Circulate Your Jobs, Services, Talents to the Largest Newspaper Audience in the World with E&P Classifieds**

# Managing Editor

Xerox Learning Systems is a leader in the business of developing people to be more successful and productive on the job.

We seek a Managing Editor that can manage the overall editorial and development of the publications and programs we market to individuals via direct response. This will include managing outside resources such as consultants, program developers and subject matter experts as needed in executing projects. The successful candidate will have a track record that demonstrates the ability to source products and/or develop new products and take them through editorial execution, production, manufacturing and distribution. He or she will have full scope responsibility for budgets, timetables, permissions and quality control standards.

The successful candidate will have a Bachelor's Degree in Journalism or English with a minimum of two year's editorial experience with a periodical or book publisher

We offer an attractive compensation package as well as an unusual personal and professional growth opportunity. For immediate consideration, please forward your resume to: Ms. Gwen Simmons, XEROX LEARNING SYSTEMS, P.O. Box 5600, Greenwich, CT 06830. Xerox is an affirmative action employer (male/female).

# XEROX

## HELP WANTED

### EDITORIAL

**PREMIER WRITING SLOT** opened in a spirited feature section. Must be masterful story teller, proven reporter, enterprising, versatile and innovative. Compensation to match talent. Major southeastern metropolitan newspaper. Send resume and clips to Box 30542, Editor & Publisher.

**WE ARE LOOKING** for an assistant news editor/copy editor and a sports editor for our small group of weekly newspapers in eastern Idaho. Good living conditions, growing organization. Send resume and salary requirements to Roger Porter, Standard-Journal Newspapers, Box 10, Rexburg ID 83440. (208) 356-5441.

### EDITORIAL/TECHNICAL WRITER

**Western Electric Engineering Research center** seeks a communicator who has a background in developing technical articles.

You must have a BS degree . . . a graduate degree in technical writing and 2 to 3 years of experience preferred. Working knowledge of all phases of production would be a plus. Send resume and salary history to N.E. Leaver, Western Electric Research Center, PO Box 900, Princeton NJ 08540.

**WOMEN'S EDITOR** for Zone 4, 25,000 circulation daily. Writing, editing, layout and design, and managerial experience a must. Photographic experience a plus. Box 30920, Editor & Publisher.

**HARD-DRIVING** reporter to handle the municipal/court beat for the daily newspaper in Alaska's capital city. Must have at least one year of experience on a daily or weekly newspaper. Salary dependent on experience. Fringe benefits. Room for advancement for right person. Send clips, resume to The Southeast Alaska Empire, 235 Second St, Juneau AK 99801. Telephone (907) 586-3740.

### PHOTOGRAPHY/REPORTER

**19,000 six-day** daily in northwest Illinois seeking photographer, who can also handle some weekend reporting assignments. 2 to 3 years of experience preferred. Good paper, good atmosphere. Send resume to Saul Shapiro, Freeport Journal-Standard, PO Box 361, Freeport IL 61032.

**COPY EDITOR**—Responsibilities include some layout, editing local copy for AM daily. VDT experience a plus. No beginners. No phone calls. Send letter, resume to Eric Ether, Blackfoot News, PO Box 70, Blackfoot ID 83221. We need a pro and will pay for one.

**LOOKING** for a movie and theatre reviewer to cover Tampa Bay area arts—providing criticism, and also coverage of groups involved in dance, community, dinner and university theatres, and film. It's a challenging beat you can help to shape, demanding energy, love for the arts, and alertness to trends. Send clips, resume and salary requirements to Colee Spilach, SunLiving Editor, Clearwater Sun, PO Box 2078, Clearwater FL 33517.

**WE'RE LOOKING** for an aggressive reporter/photographer, one capable of covering the news clearly and accurately. Our 5 day PM of 9000 in the Chicago suburbs is expanding and improving with individuals knowledgeable of quality community journalism. Editing, VDT and layout skills are a plus. Our benefits include profit sharing, health and dental insurance and a solid future. Send resume and clips to John Sherbert, Herald, PO Box 250, Crystal Lake IL 60014.

### EDITOR-REPORTER

**Group of 2 weekly papers** is seeking recent J-grads or persons with 1 year experience to staff progressive paper. Ambitious non-smokers with high ethics desired \$135 per week plus benefits to start. Resume and samples to Bill Schweitzer, Box 98, Hugo CO 80821, (303) 743-2371.

**GROWING 7000** circulation paper near New Orleans seeks trained reporters from South. Write Managing Editor, Daily Star, Box 1319, Hammond LA 70404.

**FREELANCE** or part-time writer to handle assignments for new monthly magazine in New York or Washington DC area. Mostly interviews of black, United Nations and West Indies personalities. Write to Box 31053, Editor & Publisher, detailing experience, compensation desired.

**FASHION-FEATURE** writer for metropolitan daily in southwest Texas. Free to travel. Experience preferred. Send resume and clips to Box 31020, Editor & Publisher.

## HELP WANTED

### EDITORIAL

**PHOTO EDITOR**—Midwest AM 300,000-circulation seeks an experienced photo editor. Wide knowledge of all graphics desirable. Should be able to assign, edit, run the department and coordinate graphics. Write Box 31063, Editor & Publisher.

**OPENINGS** for general assignment reporters on small Zone 3 daily. One position requires sports background. Seeking hard worker who wants to learn. Send resume to Box 31062, Editor & Publisher.

**EDITOR** for a county-seat, county-wide, weekly paper located along the scenic Rock River in the Blackhawk Hills of northern Illinois. The successful candidate will have previous newspaper editing experience or comparable technical skills. You must be strong in court house news coverage, correspondent recruitment and photo ability. VDT experience helpful but not necessary. Starting salary to \$12,000 plus benefits. Contact Michael Tompkins, Rochelle Newspapers Inc, 401 N Main St, Rochelle IL 61068.

**FARM EDITOR**—The successful candidate will have newspaper or magazine editing experience. Farm-related background helpful but not necessary if you are willing to learn. We're a top-notch newspaper group with completely modern facilities and equipment. We demand excellence from our editors. Salary requirements and resume to Michael Tompkins, Rochelle Newspapers Inc, 401 N Main St, Rochelle IL 61068.

**THE MIAMI NEWS** is looking for a few good reporters, a graphics editor and an assistant city editor. We want people with at least 5 years of experience who have integrity, talent, enthusiasm, energy and superior journalistic skills. We offer the greatest afternoon newspaper challenge in America. PO Box 615, Miami FL 33152.

### SPORTS COPY EDITOR

One of the top sports sections in Zone 6 is seeking a strong copy editor. At least 3 years experience as well as VDT experience preferred. Good hours, salary and fringe benefits on 6 day a week PM. Complete resume, clips and salary requirements in first letter. Bob Hartzell, Tulsa Tribune, Box 1770, Tulsa OK 74102.

**HIGHLY REGARDED** Florida business magazine seeks top flight business journalist to help reshape firmly entrenched publication. Must be thoroughly experienced in business writing. This is an ideal working and living opportunity for enthusiastic writer or editor. Write President, PO Box 2350, Tampa FL 33601.

## HELP WANTED

### EDITORIAL

**WRITER/EDITOR** FOR ECONOMICS coverage and city desk backup on 49,000 AM-Sunday in Zone 1. Successful applicant will have at least three years' reporting experience, strong interest in coverage of business, labor and other economic interests plus desire and aptitude to share in direction of other reporters. In addition to some writing, will function as assistant to state and city editors in coordination of economics coverage by general reporting staff and in vacation backup to desk in assisting with supervision of general news coverage. Chance for solid reporter to assume desk responsibility without giving up writing. Equal opportunity employer. Box 31012, Editor & Publisher.

**BE YOUR OWN BOSS.** Small weekly group seeks reporter with at least two years experience who wants to try some of his ideas and be editor of a small town weekly. Ideal family town near cities, but still rural. Send resume to: Gazette Publications, PO Box 166, Jefferson OH 44047.

**EXPERIENCED JOURNALIST** to join staff at High Country News, a bi-weekly paper based in Lander, Wyoming, covering natural resource issues in the Rocky Mountains and Northern Plains. Full-time position involves reporting, editing and some travel. Salary \$500 a month plus full health insurance. Deadline for applications: November 30. Position open soon. Send resume and writing samples to HCN, Box K, Lander WY 82520. Also seeking part-time stringers in Idaho, Colorado, Wyoming, Montana, Utah, North and South Dakota, and New Mexico.

**SPORTS EDITOR-REPORTER** needed for community oriented twice weekly in central Massachusetts. Experience in game coverage, editing and layout a must. General news background helpful. Send resume and clips to Editor, Blackstone Valley Tribune/Advertiser, 60 Church St, Whitensville MA 01588.

**AGGRESSIVE, 7 day** Great Lakes area suburban paper is looking for a high quality reporter, either entry level or experienced. If you thrive on competition and enjoy beating the opposition, send a resume to Box 30971, Editor & Publisher.

### REPORTER

We need an experienced reporter for a college town bureau. We're a 68,000 PM looking for a thoughtful self-starter, eager to beat a competing daily. Send resume and clips to Stan Linhorst, Regional Editor, The Evening Press, Vestal Pkwy East, Binghamton NY 13902.

## HELP WANTED

### EDITORIAL

**REPORTER-PHOTOGRAPHER** needed for one of Ohio's finest weekly newspapers, the Courier-Crescent of Orrville. Good pay, excellent benefits, creative atmosphere, great town. Send resume immediately to Melody Snure, editor, The Courier-Crescent, 409 N Main St, Orrville OH 44667.

**EDITOR-REPORTER** for multi-faceted responsibilities on weekly newspaper; news reporting, feature writing, photography, good on building rapport with news sources, able designer, are just a few of the talents required. A demanding job but, a position in which you can show off your talents and grow professionally. Write or phone: Kenneth Weidner, Publisher, Ticonderoga Sentinel, Ticonderoga NY, (518) 585-6701 (evenings call (518) 597-3084).

**RUN YOUR OWN SHOW** in a small community. I need an energetic editor for a long-established weekly. Some photo required. Strong on layout and feature writing. VDT experience helpful but not a must. Zone 5, Box 31138, Editor & Publisher.

### MANAGING EDITOR

Your strongest personal asset is the ability to manage and motivate good journalists. You anticipate news and know your newspaper's real strength is in the community it serves. You're a self starter determined to excel. You know the importance of planning, people, budget, editing, graphics. We have your biggest challenge yet. We're a 35,000 morning daily running head-to-head with a 48,000 afternoon competitor. We intend to narrow the gap and understand product is the key. We need your leadership. It's an outstanding opportunity. Write David Martens, Publisher, York Daily Record, York PA 17402.

**THE KANSAS CITY TIMES** seeks applications from copy editors who have 3 or more years of experience on either a metropolitan or telegraph copy desk and who would like to be considered for possible future openings. Please send resumes to Chris Waddle, Assistant Managing Editor, The Kansas City Times, 1729 Grand Av, Kansas City MO 64108.

**WE ARE SEEKING** talented reporters, desk people and editors. Challenging positions in one of the South's fastest growing areas. Excellent salary and benefits with room for advancement. Degree and experience desired. Mail resume and clips to Personnel Manager, Clarksville Leaf-Chronicle, 200 Commerce St, Clarksville TN 37040.

# TRENDS AND REVIEW EDITOR

The *National Catholic Reporter* is looking for an experienced editor-rewrite type for NCR's reviews, opinion articles and special issues.

- Provable copy-handling experience a must.
- Ability to work with outside writers essential.
- A Christian sensitivity to why particular books, movies and television programs need to be reviewed.
- Layout and/or reporting a plus.
- A positive feeling for, rather than animosity toward, the post-Vatican II Church.

This is a demanding job that requires a responsible journalist. The editor will be part of a small team determined to continue NCR's efforts to concentrate on the major issues facing the church and society whether they are popular issues or not.

Write, don't telephone. With a resume, enclose a letter that explains what type of opinion and analysis coverage you think NCR ought to be developing, and why. Describe some of the issues that most concern you. Include salary expectations.

Arthur Jones, Editor  
National Catholic Reporter  
Box 281  
Kansas City, MO 64141



**HELP WANTED****EDITORIAL**

**SPORTSWRITER**—Ideal opening for recent college graduate with sports writing experience. Daily AM newspaper. Send copy and resume to Ed Hauck, Dickinson Press, 127 W First St, Dickinson ND 58601.

**ASSISTANT EDITOR** position available in Idaho to someone qualified and willing to start as staff writer, move up in organization that publishes two agricultural magazines and one recreation magazine. Good salary, benefits. Write Harris Publishing Inc, PO Box 981, Idaho Falls ID 83401, (208) 522-5187, Mr Harris.

**COPY EDITOR**

Southern metropolitan 7-day newspaper is looking for copy editor with three years or more experience. Reporting background helpful. Good salary, excellent working conditions. Send resume to Box 31105, Editor & Publisher.

**NOT AN ORDINARY**

**COPY EDITING POSITION**  
LAYOUT/DESIGN/COPY EDITING. If you have some skill and experience in copy editing (as on a school paper) and an interest in learning layout and design on a paper that's an industry pacesetter in graphics, this may be the learning opportunity that you've been looking for. You will learn the skills that will allow you to progress on a meaningful career path. Degree required. We offer competitive pay with regular increases, excellent benefits, and one of the best VDT systems available.

Call Tom Kamerer, Personnel Director, Dubuque (IA) Telegraph Herald at (319) 588-5710 for information.

An Equal Opportunity Employer.

**ASSOCIATE EDITOR**—Trade paper needs strong copy editor, proofreader. Some layout experience and familiarity with skiing necessary. Good spot for skier. Send resume, samples, salary history to Editor, Ski Business, 380 Madison Av, New York NY 10017.

**MANAGING SPORTS EDITOR**

Opportunity to head up sports reporting staff of large suburban newspaper group in Zone 9. College grad with 5 years experience preferred. VDT experience a plus. Must be strong in local sports. We offer good benefits including profit sharing plan. Send full resume including salary history and supervisory experience to Box 31087, Editor & Publisher.

**AGGRESSIVE REPORTER** needed to cover police, courts, and government at southern New England weekly. We're interested in in-depth investigation and stylish writing. Meeting story hacks need not apply. Good benefits, \$175 a week. Send resume and varied clips to Vin Suprynynowicz, The Observer, PO Box 648, Southington CT 06489.

**JOB LEADS**

**PRE/EDITORIAL** Jobs nationally 200+ listings weekly. M. Sternman, 68-38 Yellowstone Blvd., Forest Hills, NY 11375.

**MARKETING RESEARCH****RESEARCH ASSOCIATE**

The Ft Lauderdale News-Sun Sentinel has an interesting and challenging career opportunity available in the marketing and research department for a dynamic, self-motivated research associate. Successful candidate must have college degree and a minimum of 1-3 years experience. Strong writing and excellent analytical skills, with background in sampling and questionnaire design required. Marketing orientation, media research, and advanced degree background a plus! Salary commensurate with experience. Comprehensive fringe benefits package. Negotiate resume including salary history to Ft Lauderdale News-Sun Sentinel, Claudia L Jack, Employment Manager, 101 N. New River Dr East, Ft Lauderdale FL 33302. Equal opportunity employer.

**PRESSROOM****WEB PRESSPERSON**

Opening for experienced lead person on Goss Community. Progressive firm with benefits. Pretty area, temperate climate. (602) 287-4646. Negotiate. Daily International PO Box 579, Nogales AZ 85621.

**HELP WANTED****PRESSROOM**

**WANTED IMMEDIATELY**, experienced Goss Urbanite personnel who want to grow with an expanding company in Zone 2. Please send resume, giving job experience and salary history to Box 30922, Editor & Publisher.

**RAPIDLY EXPANDING** newspaper in Zone 5 is seeking an experienced pressperson capable of running top quality color work on a Harris 1650 or Metro press. Possible head pressperson or foreman M/F position for qualified person. Good company benefits and working conditions. Only qualified people need apply. Write Box 30912, Editor & Publisher.

**HOUSTON AREA** suburban newspaper seeks experienced offset pressperson. Goss Urbanite experience preferred, but will consider experience on other newspaper presses. Salary negotiable, good benefits. Call Don Allen at (713) 477-0221, ext 221. No collect calls please.

**NEWSPAPER GROUP** needs working pressroom foreman. Urbanite experience, PM daily and some commercial work. Open shop. Zone 3. Area ideal for family living. Box 30874, Editor & Publisher.

**PRESSROOM SUPERVISOR** with technical skills and supervisory or management experience. Growing small daily in Zone 2. Possible 2 shift operation with increasing commercial printing. 6-unit offset press. Excellent benefits and salary. Not a dead end job. Reply to Box 31043, Editor & Publisher.

**HAWAII****Press Operators**

Hawaii based firm specializing in newspaper publishing and commercial printing, with frequent process color, has immediate opening for experienced press operators for 6-unit Goss Urbanite. Good salary for quality-oriented persons willing to work. Excellent benefits with fast growing company including medical, dental and profit sharing. Openings for operators also in Washington and Oregon. Contact: Kim Berry or Dennis Heupel, Sun Press, 46-016 Alaloa St, Kaneohe HI 96744, or phone (808) 235-5881.

**WORKING SHIFT FOREMAN**

Fast-growing centralized newspaper and commercial printing organization based in southern California seeks a working shift foreman experienced on Goss Urbanite press. Our employee benefits include paid holidays, paid vacation, paid sick days, an excellent medical package and profit sharing plan. Salary commensurate with experience. Please send resume including salary history and references to Box 31134, Editor & Publisher.

**PRESSPERSON**

Experienced offset pressperson. 4 unit Goss Community press must be able to use darkroom facilities, camera and platemaker. Box 31111, Editor & Publisher.

**PRODUCTION**

**ASSISTANT PRODUCTION** manager needed for progressive mid-size west coast daily newspaper. Must be a skilled manager of people as well as a craftsman in graphics and letterpress. Send resume and earning package to Box 30817, Editor & Publisher.

**ASSISTANT PRODUCTION MANAGER**. New Jersey metro daily with 2 plant letterpress/offset operation seeks person with 2-3 years pressroom and supervisory experience to join expanding production department. Salary \$27,000. Good growth opportunity for an energetic individual. Send resume with details of experience to Box 30864, Editor & Publisher.

**PROMOTION****SALES PROMOTION MANAGER**

Individual to handle all advertising and circulation promotions for fast growing, progressive newspaper. Experience needed in the development and implementation of sales promotion programs. Marketing background or newspaper experience a must. We are looking for someone with new and innovative ideas. Excellent starting salary and benefits. Send resume (including salary history) to Box 2-1, c/o Daily Record, 55 Park Pl, Morrissey NJ 07960. Equal opportunity employer.

**HELP WANTED****PUBLIC INFORMATION**

# PUBLIC INFORMATION SPECIALIST

National professional association, headquartered in Chicago, seeks a Public Relations generalist or journalist to run a large newsroom operation several times each year, write news releases, arrange media appearances and assume responsibility for a wide range of project work.

Selected candidate will provide out-of-town press services for association components, serve as focal point for information inquiries of media, and foster on-going relationships with writers of consumer and specialized press and electronic journalists.

During more than five years in communications he or she will have demonstrated poise, ability to work well with a wide variety of people, appreciation of importance of details, solid writing skills and good news sense. Print journalism experience and interest in legal subjects definite pluses.

We offer a competitive salary and a comprehensive program of benefits.

Respond in confidence, including salary history to:

**Box 31106, Editor & Publisher**

An Affirmative Action/Equal Opportunity Employer M/F/H

**HELP WANTED****PUBLIC INFORMATION****PUBLIC INFORMATION**

**PUBLIC INFORMATION ASSISTANT**—Must have darkroom knowledge and writing ability. Responsible for photo services, hometown and general news releases. Equal opportunity employer. Send letter of application and resume to: Cindy Schmitt, Barton County Community College, Great Bend KS 67530.

**SALES**

**COMMERCIAL PRINTING SALES**—Zone 4 daily newspaper is starting an offset commercial printing division with bindery and needs an energetic and aggressive individual to be a one person show managing this division and selling commercial printing. The right person should have some sales experience and some knowledge of commercial printing costs and bidding procedures. College degree helpful. This is a good career opportunity with a national newspaper group. Affirmative action/equal opportunity employer. Reply in confidence to Box 30880, Editor & Publisher.

**SALES**

## Sales Reps Wanted

Selling for us is like being in business for yourself!

Ideal position for self-starter who likes to work independently. Initiative builds top income selling subscriptions to Clipper Creative Art Service and Print Media Service. Your primary accounts will be newspapers, commercial printers and advertising agencies.

We now have several four-state territories open. Our top producers earn in excess of 40m annually. Your income potential is limited only by your sales ability. Send resume in complete confidence to:

**National Sales Manager**

**Dynamic Graphics, Inc.**

**P.O. Box 1901**

**Peoria, IL 61601**

We are an equal opportunity employer



EDITOR & PUBLISHER for November 10, 1979



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## ADMINISTRATIVE

**FINANCIAL OFFICER/Comptroller** with excellent background in accounting and 12 years of newspaper operations, available in eastern Zone 5 or Zone 2. Box 30745, Editor & Publisher.

**AVAILABLE NOW**—A general manager for small-medium daily with capabilities of running large publication or group of weeklies with complete operation know-how. Shopper experience. Complete resume and interview now. Excellent track record and references. Prefer South. Write Box 31024, Editor & Publisher.

**GENERAL MANAGER**—Assistant to Publisher. 10 years business manager with 70M daily. Strong in business, labor, purchasing. Excellent knowledge in all other areas. Prefer Zones 1, 2, 3 or 5. Resume sent on request. Box 31102, Editor & Publisher.

## ADVERTISING

**YOUNG aggressive salesman** seeks new challenge. Experienced advertising manager with many ideas to share and the desire to work hard and improve sales and circulation of weekly or small daily. Excellent references on request. Box 31096, Editor & Publisher.

## ARTIST

**COMMERCIAL ARTIST** for General Motors. Cartoonist for 3 weeklies. Seeking new career on daily. Solid portfolio. Bob Seymour, 4651 Grafado Ln, Stow OH 44224.

## CLASSIFIED ADVERTISING

**EXPERIENCED** (10 years) Classified Manager, 50K daily. Full charge: sales, VDT input, screening, budgets, trade association involvement. Dwight Thomas, 1201 N 64th, Waco TX 76710. (817) 772-1697.

## EDITORIAL

**LEGAL NEWS REPORTER**—experienced journalist seeks career position. Law degree, June 1980. Top 10% of law school class. Write Box 30825, Editor & Publisher.

## IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder; however, if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease!

Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.

**IMPORTANT:** We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note *each time* you want a box holder checked. Don't be like the fellow who told us "destroy this reply and any future replies from me if Box Holder is (name of newspaper)." With the volume of mail handled by this office each day, that's really taking a terrible risk! And if you don't want your reply to be sent to any property held by a group, it's best to list the properties. We know the daily newspaper holdings of most groups—but a suburban, weekly or new acquisition might slip by us.

**E&P Classifieds—**  
As effective in the newspaper community as your newspaper's classifieds are in your community!

## EDITORIAL

**TAXES-LAW-INVESTING**  
Translating legalese into English is my talent. Can originate copy from tax rulings or court cases. Or rewrite your lawyer's stuff so human beings can understand it. Experienced. Freelance or part time. Box 30748, Editor & Publisher.

**REPORTER**—daily experience, covered many areas including city hall, local politics, police, labor and general assignment. Some copy experience. All Zones. Box 30904, Editor & Publisher.

**YOUNG** (25) yet experienced (4 years), talented and hardworking sportswriter, has covered major league baseball on a semi-regular basis and now wants a new challenge. VDT experience. Would prefer Zone 9, but willing to relocate under right circumstances. Box 30881, Editor & Publisher.

**SPORTSWRITER**, 27, seeks position in Chicago area. Have covered major college football, basketball, pro hockey. Desk, VDT experience. Box 31060, Editor & Publisher.

**WRITER/PHOTOGRAPHER**—Unusually adept at features, photo-illustration. Seeks innovative medium daily. (405) 234-9539.

**CREATIVE** managing editor/ad salesman (I do it all, almost) for well known weekly looking for challenge on central or northern California paper. Box 31047, Editor & Publisher.

**SPORTS EDITOR**, veteran 15 years and currently employed Zone 5, seeks move to similar position or columnist post. Popular daily column, comprehensive local coverage blended with national news into attractive layouts. Write Box 231, Onalaska WI 54650.

**MANAGEMENT COMMANDOS**—Four newsroom specialists to turn your paper into a respected publication. Key strengths staff organization and motivation, graphics, delivered in total reader package with commitment to community. Any location, but quality journalism a must. Box 31113, Editor & Publisher.

**COPY EDITOR**—2 years solid experience, extensive VDT training. (DEC-Intel systems) seeks challenge in Zones 3, 4, 6, 8, 9. Writer, photo, award winner. Box 31104, Editor & Publisher.

## EDITORIAL

**SPORTSWRITER** seeks position on metro after three years on small Eastern daily. Layout, writing, camera experience. Can do the job, only want chance to prove myself to you. Box 30994, Editor & Publisher.

**SPORTS EDITOR**—Writer wants challenging writing position in Zone 1. Ten years experience on local sports, features and all desk work. Experienced on VDT. Box 30977, Editor & Publisher.

**LAWYER-JOURNALIST** with heart set on Washington DC is graduating in December with J.D. degree. Five years reporting experience and numerous writing awards. Seeks newspaper or magazine that encourages thoughtful writing. Box 30965, Editor & Publisher.

**SPORTS EDITOR** of 80,000 suburban weekly declared free agency. Will sign anywhere with daily that offers major college or pro sports beat. Box 31015, Editor & Publisher.

**CREATIVE**, ambitious reporter wants to relocate. General and news experience plus VDT. Contact me at Box 31009, Editor & Publisher.

**TWO-MAN** national and regional award-winning writing team seeks post with metro daily. Working for 80,000 circulation Florida daily; seeking new challenge. Investigations, news analyses and Wall Street Journal-type trend stories our specialties. Box 30999, Editor & Publisher.

**YOUTHFUL** but experienced journalist seeking paper needing news oriented editor. Can do editing, story assignment, make-up and headline writing. Have hired, trained and motivated personnel. Experienced in VDT, MDT systems and UPI procedures. Wants a challenge. Box 31131, Editor & Publisher.

**PERCEPTIVE** interviews, features and film/TV criticism dressed in lively prose. 3 years experience. Excellent credentials. Contact: K Herbert, 1632 N 11 Av, Phoenix AZ 85007. (602) 252-6255.

**FINANCIAL EDITOR/COLUMNIST**  
**FORMER FINANCIAL EDITOR** who doubled as columnist for a top daily seeks return to working for a daily as financial editor and/or business columnist. Seven years experience handling large reporting staff and writing column three times a week. Resume and clips of representative columns available on request. Box 31088, Editor & Publisher.

**MY BEST** for the right magazine. Seeking editorial or combo editorial/advertising position. Now associate editor/ad manager for large trade journal. Box 31084, Editor & Publisher.

**AGGRESSIVE REPORTER** wants out of wire editor's job on 34,000 daily MA degree. 4+ years experience includes city, police and court beats. Strong on features. Box 31077, Editor & Publisher.

## EDITORIAL

**MANAGING EDITOR**, small to medium southern daily. Puts out excellent product on time and within budget. Box 31094, Editor & Publisher.

## PHOTOJOURNALISM

**PHOTOGRAPHER NEEDS BREAK**—I haven't a degree or much experience, but I have the know-how and talent to produce award-winning news photos, excellent feature shots, and innovative scenes of your community. 2 years experience on NYC weeklies, with knowledge of design and layout. Interested in Zone 2 daily or weekly chain. Michael Schwartz, 5730 Moshulu Av, Bronx NY 10471.

**AWARD WINNING** photographer with BS in journalism and two years daily working experience has reached growth potential at present job and wishes to move up to more photoconscious daily. Also strong in layout and design. Box 31021, Editor & Publisher.

**READ NO FURTHER** if happy with mediocre picture coverage. Former Zone 6 daily photographer, 22, will sacrifice personal freedom for staff spot on picture-conscious publication. Clips and portfolio. Rick Bamman, 820 Inverway, Palatine IL 60067. (312) 359-1979.

**BIG MONEY**, security, status and plush working conditions—are not what I need. This college graduate got tired of the corporate life. He wants the chance to take good pictures—wherever and whenever that might be done. Own equipment. Box 31100, Editor & Publisher.

## PRODUCTION

**PRODUCTION DIRECTOR** with a 20 year record of consistently and substantially reducing labor and materials expense while improving product quality. Degreed. Prefer competitive medium to large daily. Reply in confidence to Box 31068, Editor & Publisher.

## NOTICE

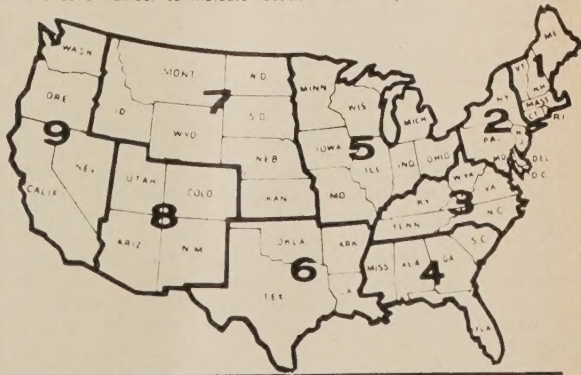
The sale of the Lindsay-Schaub newspaper group and the subsequent closing of the corporate office makes available a strong, results-oriented production executive who is ready to move into a demanding position in production or general management. Engineering and MBA degrees plus 23 years of newspaper and manufacturing experience result in a broad background and a mature approach to problem solving. Interested in more details? Contact Seth R. Gault, Route 8, Box 3798, Decatur IL 62522. (217) 865-2982.

## SALES

**MBA**, Carnegie Printing grad, 11 years in paper sales, strong newspaper production, business background. Seeks new challenge. Now covering Zone 2. Write JTS, PO Box 254, Bogota NJ 07603.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





# Shop Talk at Thirty

By Robert U. Brown

## Press and the courts

Irving R. Kaufman, chief judge of the Second Circuit Court of Appeals in New York City, has delivered many important decisions protecting freedom of expression.

Observing his 30th anniversary on the federal bench last week, Judge Kaufman wrote a brief resume of his view on the First Amendment and has shared it with E&P:

"Perhaps the most challenging facet of substantive law development over these past 30 years is the evolution of principles of free expression," he said. "I would like to think I have played some role in safeguarding this basic freedom from encroachment by government officials. I believe we must remain eternally skeptical of government attempts to manage our expression, lest even the most benign regulations impeded the free flow of information so vital to our system of self-government.

"Judges must also be sensitive to the crucial importance of the press within our systems of free expression. The various functions of our great media institutions in gathering, processing, and reporting the news are essential to the First Amendment's central purpose of fostering an informed electorate."

In keeping with this philosophy, Judge Kaufman had just (Oct. 15) reversed a lower court ruling which upheld high school officials who suspended and otherwise punished students who had published offensive material in an off-campus publication.

"Although we are resigned to condone an added increment of chilling effect when school officials punish strictly limited categories of speech within the school, we reject the imposition of such sanctions for off-campus expression," he wrote.

"It is not difficult to imagine the lengths to which school authorities could take the power they have exercised in the case before us. . . . Parents still have their role to play in bringing up their children, and school officials, in such instances, are not empowered to assume the character of *parens patriae*."

Newspaper editors are fortunate to have men on the bench like Kaufman who take a broad view of the essential cooperation of the courts and the press.

Judge Kaufman spoke at the dedication of the S.I. Newhouse Center for Law and Justice at Rutgers University, Oct. 17. Actually, he presented the Center to Rutgers on behalf of the Newhouse family but his timely remarks on the importance of press-bar understanding and cooperation were unreported.

U.S. Supreme Court Associate Justice

William J. Brennan, Jr., gave the principal address (reproduced in E&P last week) which were reported because he spoke of the "violent reactions" of the press to some recent court decisions which "generated more heat than light."

Judge Kaufman's remarks about the roles of the press and the courts equally are worth reporting as follows:

"From my perspective of nearly 30 years of service on the federal bench, I must note the contrasts I observe between a judge's role under the First Amendment and that of great publishers like Sam Newhouse.

"A judge, after all, can do much to keep the channels of information and public discourse open. In a sense, that is what the First Amendment is all about. Judges can push aside boulders in the streambed, tear down what dams the government may attempt to erect, dredge away covertly deposited silt, and so on.

"But judges do not make the rivers of information in a democracy flow. That takes energy, verve, and a willingness to take risks. It requires a belief in the importance of supplying information coupled with the entre-preneurial ability to get it and start it running downstream toward the thirsty citizens. To get information, to get truth flowing, requires people not like Holmes and Brandeis, or the present incumbents of the various courts; that takes a giant like Sam Newhouse."

Noting that Sam Newhouse began his journalistic career at age 16 but got his law degree from the predecessor of Rutgers Newark law school, (then known as New Jersey Law School) at 20, Kaufman said:

"Your benefactor once summed up his publishing philosophy, saying: 'I had a hunch, intuitively, that staying in the background from the editorial standpoint, would help my papers. I felt they would do much better if I remained the operating head and allowed each local management to run its own show, keeping its own community touch.' With characteristic perceptiveness, Sam summed up in these few words a basic operative reality of our system of freedom of expression.

"By leaving local editors truly independent they were free to serve the people and protect them from irresponsible government. Without attempting to regulate his papers' editorial content, he streamlined their operations and cut their costs. Thus they were freed from the economic necessity that could have forced them to compromise the quality of their reporting, or kowtow to vested interests.

"I have said on another occasion that 'a democracy cannot long survive unless

its people are able to provide the information needed to form judgments on the issues.' But all too often, we take this freedom of expression for granted.

"We need only look to political conditions in other nations to appreciate anew the ineluctable nexus between free speech and basic human rights. Press censorship is the first order of business for any dictator, whether of the left or the right. Citizens of these countries have been known to risk their lives to carry the truth about their governments to the world.

"I was surprised and delighted when I recently came across this quotation from a Chinese scholar in the fifth century B.C.: 'An emperor knows how to govern when poets are free to make verses, ministers free to give advice, workmen free to advance their skill and seek work, people free to speak of anything, and old men free to find fault with everything.' These words from the Duke of Shang express much of what we in modern America have labored for, publishers, judges and citizens alike.

"Let us make the most of our freedom of speech to liberate ourselves from prejudice, provincialism and complacency. We must always be on guard against the everpresent tendency to stifle the controversial, to muzzle the provocative and enshrine one version of the facts as the unassailable truth. Thus embodied in our first and most important amendment is a national resolve to safeguard the free trade in ideas against the establishment of any majoritarian dogma."

## Fills journalism post

Thomas D. Davis has joined the Marshall University school of journalism faculty as Frank E. Gannett distinguished professor of journalism. Davis, who was on the faculty at the University of Central Arkansas last year, succeeds Henry H. Schulte Jr., who has accepted a position with the journalism program at Ohio State University. Davis is a former executive editor at the *Delaware County* (Pa.) *Daily Times*.

## Peter Kiewit dies

Peter Kiewit, owner of the *Omaha World-Herald* properties, died November 2. He was 79 years, old. Kiewit founded Peter Kiewit Sons' Co., one of the largest construction concerns.

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